



# State of Wisconsin Highway Safety Program

# 2003 Annual Report














**Wisconsin Department of Transportation  
Bureau of Transportation Safety**

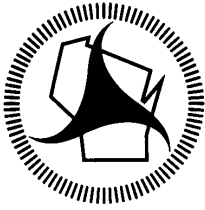


# Wisconsin 2003 Highway Safety Program

## Final Report

### TABLE OF CONTENTS

	Introduction.....	i
	Occupant Protection.....	1
	Alcohol Countermeasures.....	5
	Youth Alcohol.....	11
	Police Traffic Services.....	16
	Traffic Records.....	19
	Emergency Medical Services.....	22
	Motorcycle Safety.....	24
	Roadway Safety .....	27
	School Bus, Pedestrian and Bicycle Safety.....	28
	Corridor/Community Traffic Safety Programs.....	32
	Large Trucks.....	36
	Table 1 – Financial Summary.....	38



## Wisconsin Department of Transportation

Jim Doyle  
Governor

Frank J. Busalacchi  
Secretary

### Bureau of Transportation Safety

4802 Sheboygan Ave.

PO Box 7936

Madison, WI 53707-7936

Telephone: (608) 266-0402

December 30, 2003

From the Superintendent, Wisconsin State Patrol:

I am pleased to present the State of Wisconsin's Annual Report of federal fiscal year 2003 Highway Safety Program Activities, and to announce the incorporation of the Bureau of Transportation Safety into the Wisconsin State Patrol.

Beginning on November 1, 2003, the Bureau of Transportation Safety and the Wisconsin State Patrol joined forces to combat the rising tide of deaths on Wisconsin's roadways. I believe that our closer partnership will make us better able to address the factors that lead to this unacceptable situation.

Each section of this 2003 Annual Report describes a priority safety program, and includes information about the state's progress toward achieving long-term goals and short-term objectives. The report describes the strategies selected and activities funded with Highway Safety funds and also describes activities undertaken by our safety partners as well as legislative changes that support state program goals.

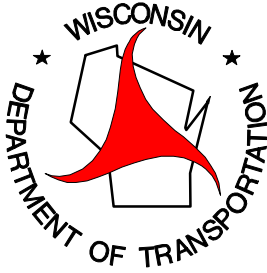
The programs and projects described in this document were selected using a comprehensive approach to strategic and program planning, and employ Wisconsin's excellent safety data to identify at-risk groups, locations and behaviors. We are committed to attaining a high level of activity and achievement during FFY 2004.

This document reports organized and focused activity. However, every user of Wisconsin's transportation system, whether for recreation or transportation and whether as drivers, passengers, pedestrians or cyclists, is responsible for ensuring the safety of themselves and others. Engineers cannot design crash-free highways, traffic officers cannot be at every intersection, and our trauma care system is only as good as the resources brought to bear.

Instead, each of us must take individual responsibility to coordinate our skills and resources and to drive or ride responsibly and sensibly. Individually we can make the choice not to drink and drive, not to speed or drive aggressively, and above all, we can buckle up and make our passengers buckle up as well.

Sincerely,

David L. Collins  
Superintendent  
Wisconsin State Patrol



## 2003 Highway Safety Program

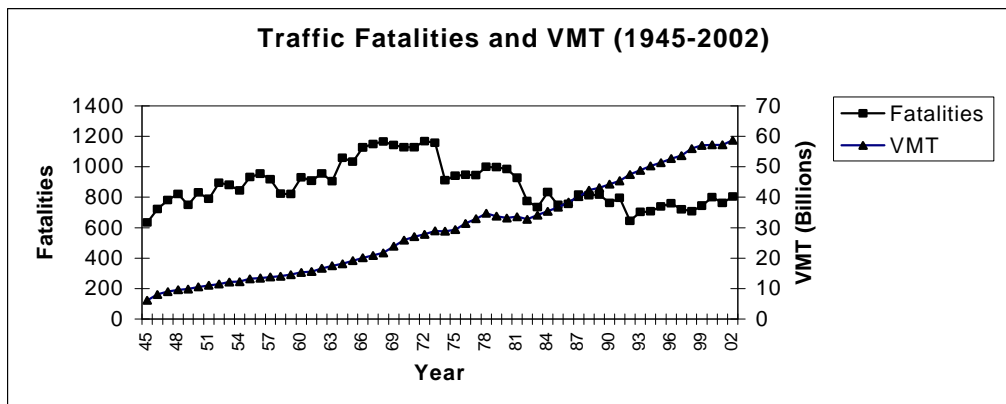
### 2003 Highway Safety Goal

**To reduce the number of deaths and serious injuries that result from traffic crashes on Wisconsin roadways.**

Wisconsin's federal Highway Safety Program is administered by the Bureau of Transportation Safety in the Wisconsin Department of Transportation. The Secretary of Transportation is the Governor's Representative for Highway Safety, and the Director of the Bureau of Transportation Safety is the State Highway Safety Coordinator.

The mission of the Bureau is to improve the safety knowledge, attitudes and behaviors of all users of Wisconsin's roadways, and to support and coordinate the activities of many safety professionals and civic and advocacy groups who are our partners.

Our goal is to decrease the number of deaths and injuries that occur on Wisconsin roadways. Summary data showing our progress toward our goal are shown below and on pages iii and iv of this report.



We accomplish our mission by distributing federal and state grant funds, by serving as a clearinghouse of safety information and data, and by providing technical assistance, training, innovative programs and communications strategies to Wisconsin communities, state and local, public and private organizations. We encourage new, creative and expanded traffic safety activities.



Highway Safety funds support a broad spectrum of program delivery strategies, and preferably, combinations of strategies. These may include enforcement, enactment, evaluation, education, emergency medical response, engineering/environmental changes and community empowerment.

In developing its annual Highway Safety Performance Plan, Wisconsin's excellent data were used to select goals and objectives and to identify high-risk groups and locations. The high-risk locations and the locations of grant-funded projects are shown on page v of this report. Programs, projects, and activities that were most likely to be effective in decreasing deaths and injuries were supported. This year of change has made accomplishments of many objectives difficult, but we are encouraged in looking toward the future.

More than \$8 million of federal Highway Safety formula grant, incentive and penalty funds were programmed during 2003. These include:

- Section 402 State and Community Highway Safety Grant Funds
- Section 410 Alcohol Incentive Funds
- Section 411 Traffic Records System Improvement Funds
- Section 157 IN2 Safety Belt Incentive Funds
- Section 157 Safety Belt Innovative Funds
- Section 2003B Child Passenger Protection Education Incentive Funds
- Section 164 Repeat Alcohol Offender Transfer Funds

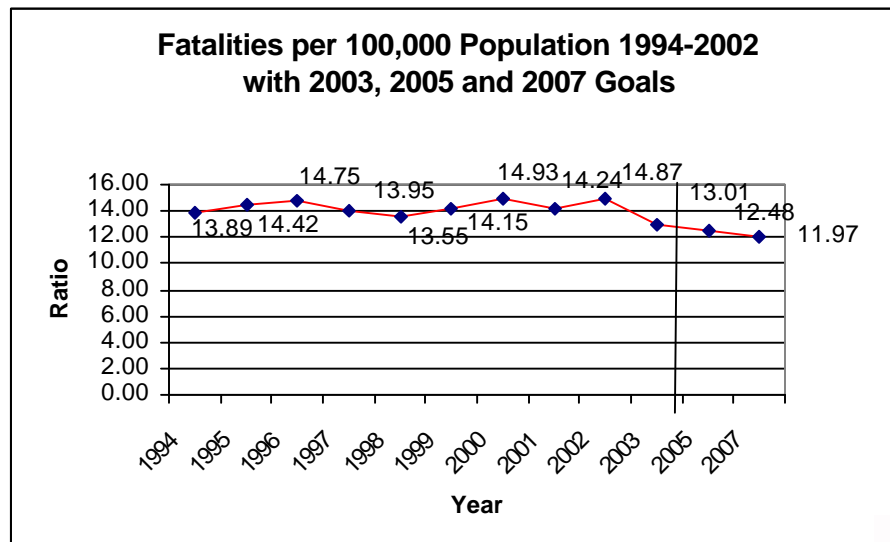
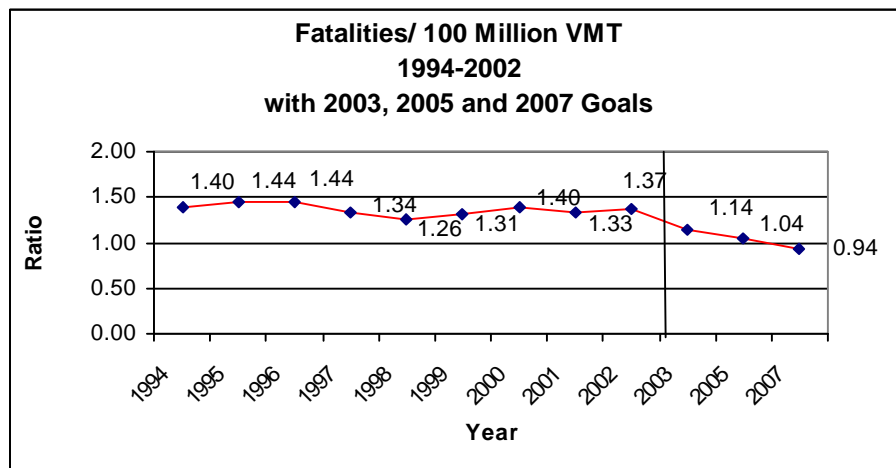
In addition, Wisconsin has competed successfully for Section 403 Research Grant funds and is the designated state agency for USDOJ Office of Juvenile Justice and Delinquency Prevention funds.

More than \$2.1 million of State of Wisconsin funds that are allocated to safety programs and policy analysis are also administered by the Bureau of Transportation Safety.

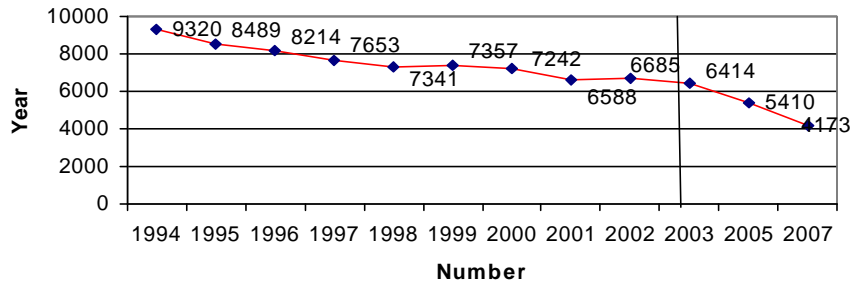
<b>2003 Fund Summary</b>								
Fund	402	410	411	157OP	IN2	2003b	164AL	164HE
Planned	\$4,194,592	\$986,865	\$379,309	\$1,027,476	\$803,550	\$418,144	\$748,172	\$27,450
Obligated	\$3,408,047	\$944,762	\$187,724	\$ 152,543	\$803,250	\$246,810	\$652,949	\$27,450
Expended	\$2,892,390	\$733,415	\$ 89,072	\$ 135,179	\$640,295	\$ 63,669	\$252,855	\$27,450



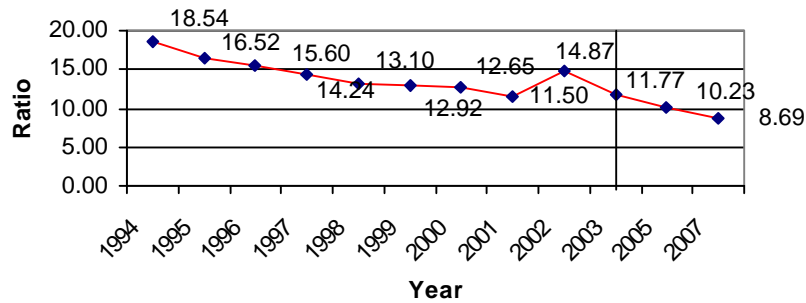
## State Summary Data (GHSA Measures)



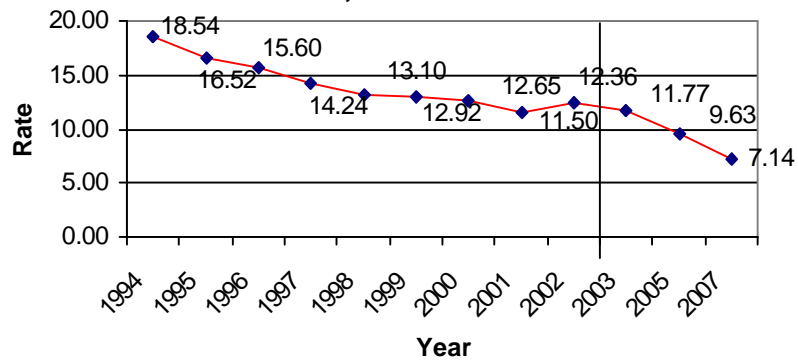
**Occupants Killed or Incapacitated 1994-2002,  
with 2003, 2005 and 2007 Goals**



**Persons Killed or Incapacitated/ 100 Million VMT  
1994-2002  
with 2003, 2005 and 2007 Goals**

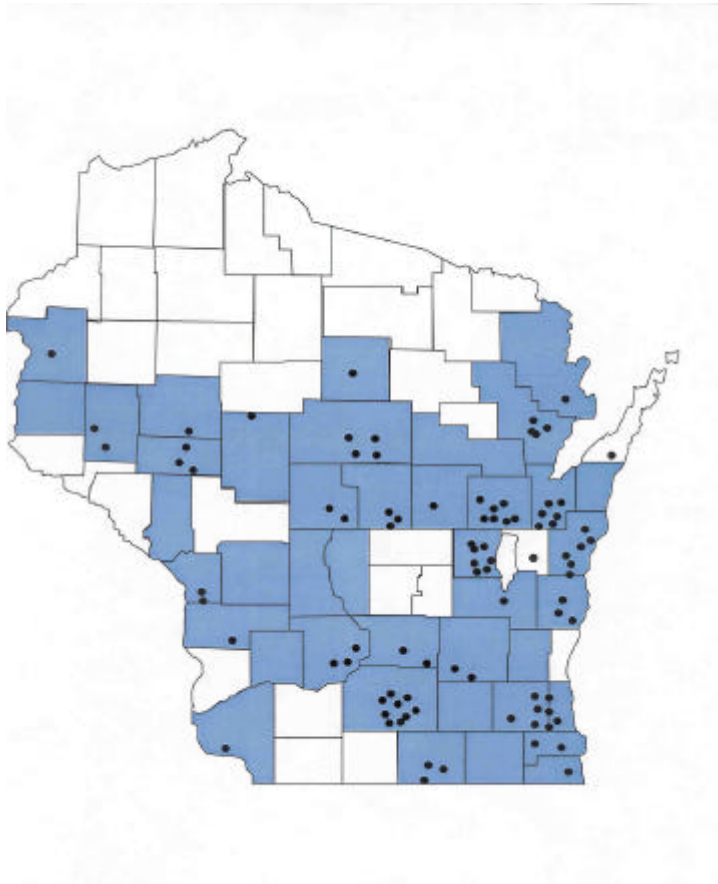


**Persons Killed or Incapacitated  
per 100,000 Population 1994-2002,  
with 2003, 2005 and 2007 Goals**





## 2003 Highway Safety Grants

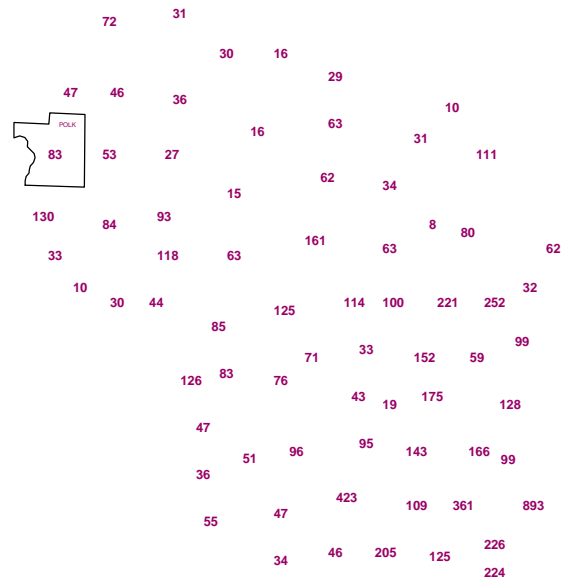


Shaded counties and dots represent recipients of safety grant funds.

Grant funded projects follow the Distribution of the most serious crashes

### Persons Killed and Seriously Injured In 2002

Highlighted counties if total is 99 or more.



Source: WisDOT Crash Database







# Injury Prevention- Occupant Protection

**Program Goal: To increase statewide average safety belt use to 73% by the end of CY 2003, to 75% by end of CY 2005 and to 77% by 2007.**

1994 Baseline: 61.7% average statewide use.

2003 Status: 69.8% average statewide use.

**Program Goal: To reduce 3 year average child occupant injuries and deaths by 15% to 1,955 by the end of CY 2003, 20% by CY 2005 to 1840 and 25% to 1,725 by 2007.**

1994 Baseline: 2,709 child occupants ages 1 to 9 were killed or injured in crashes.

2002 Status: 2,010 child occupants ages 1 to 9 were killed or injured in crashes.

## PROGRAM FUNDS

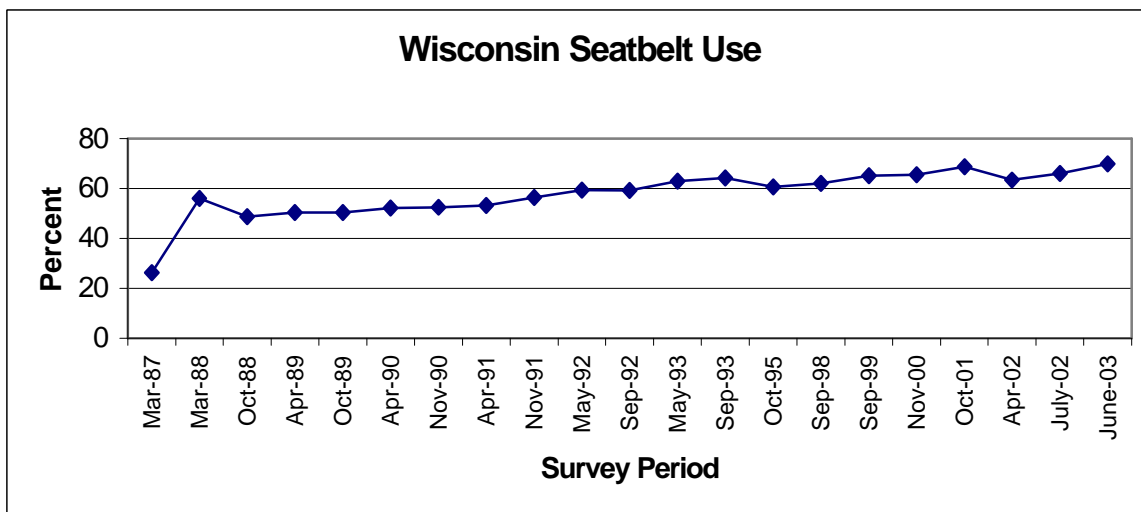
	<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402)	\$ 670,000	\$ 484,726
(2003b)	\$ 400,034	\$ 136,223
(157 Incentive)	\$ 369,725	\$ 90,950
(157 Demo)	\$2,318,696	\$1,159,098

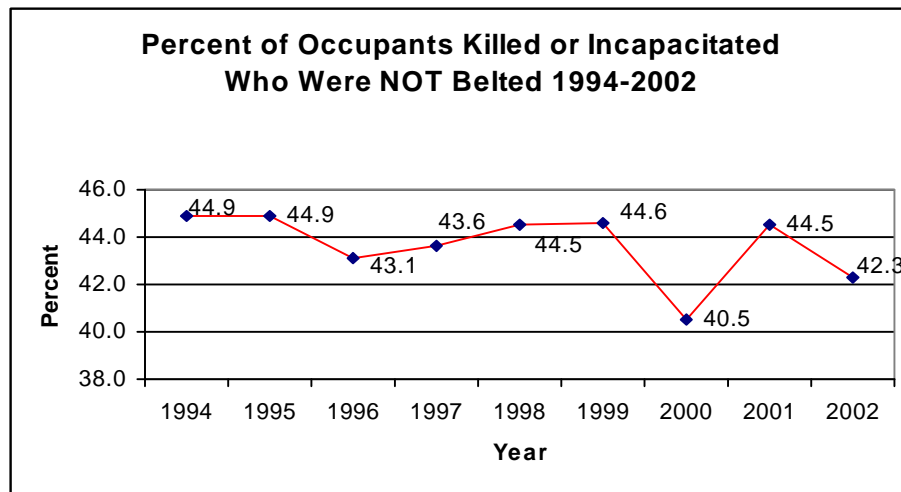
**Objective 1: To increase statewide average safety belt use to 73% by the end of CY 2003.**

Baseline: In 1994, 61.7% average statewide use, demonstrated in a fall 1993 statewide observational survey.

Status: In 2003, 69.8% average statewide use, demonstrated in a Spring 2003 statewide observational survey.

## Observational Surveys 1987-2003

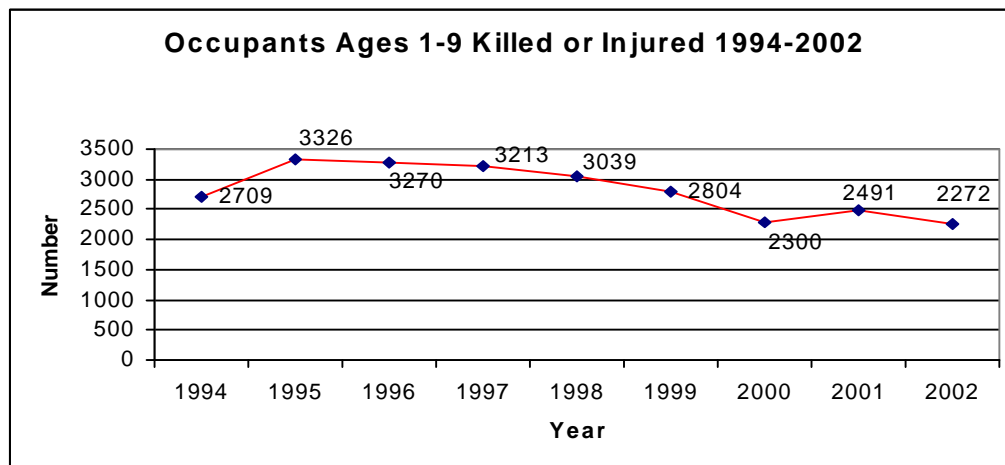




**Objective 2: To reduce 3-year average child occupant injuries and deaths to 1,955 by the end of CY 2003.**

Baseline: In CY 1994, 2,709 child occupants ages 1 to 9 were killed or injured (1,189 children ages 1-4 and 1,520 children ages 5-9). The 1994-1996 three-year average was 2,664 (960 children ages 1-4 and 1,530 children ages 5-9).

Status: In CY 2002, 2,010 child occupants ages 1 to 9 were killed or injured. The 2000-2002 three year average is 2,140.



**Objective 3: To increase statewide average correct child safety seat use to 20% by the end of CY 2003, 30% by end of 2004 and 35% by end of 2005.**

Baseline: In 1994, 80.2% average statewide use of child safety seats in Fall 1993 observational survey. No baseline statewide data on correct use are available.

Status: In spring, 2002, 88.9% of children ages 0 to 4 years and 71.6% of children age 5-15 were observed as restrained. However, child safety seat checkpoint data at numerous locations indicated that an average of 90 percent of car seats were incorrectly used.



## PROGRAM ACTIVITIES

### **Program Management**

Funds Expended: \$46,948

1 FTE responsible for Occupant Protection, EMS and Injury Control. Member of WCPSA Board, EMSC Board and EMS Board. Coordinates Mobilizations with LEL's and managers of other programs.

### **Education**

#### **TOPS Training**

Funds Expended: \$0

Planned: Provide TOPS Training, which includes awareness of safety belts, child safety seats and airbags; media relations; and officer self-protection, to 150-200 law enforcement officers.

Actual: No training courses were held. Law Enforcement Liaisons worked with previously trained officers to provide them with materials for conducting trainings within their departments.

#### **WINS Support**

Funds Expended: \$72,438 (402)

Planned: Provide a statewide toll-free child passenger safety and safety belt information line. Maintain recall list of child safety seats. Provide free loan of safety promotional items including Vince and Larry and Bucklebear costumes. Provide traffic safety promotional incentive items.

Actual: Fielded 1,127 telephone calls, provided 24,000 pieces of traffic safety information, provided safety promotional items for 100 events.

#### **WCPSA Support**

Funds Expended: \$0 (2003b)

Planned: Provide support for members of Wisconsin Child Passenger Safety Association (WCPSA) to attend quarterly meetings and statewide traffic safety conferences. Distribute newsletters and other correspondence.

Actual: WCPSA activities were combined with CPS training (see next item).

#### **Child Passenger Safety Training**

Funds Expended: \$58,980 (402 and 2003b)

Planned: Provide Child Passenger Safety Technician training to 75-100 practitioners. Provide for 3-5 Technician Instructor candidates to become certified instructors. Provide 10 child safety seat check ups. Provide update training for child passenger safety advocates.

Actual: 13 CPS Technician trainings were conducted, providing certification for 280 safety advocates. Along with these trainings 13 child safety seat check up events were held. One statewide CPS conference was held for approximately 136 CPS technicians. Additional training provided included: 1 one-day special needs CPS, 36 trained; 1 CPS in health care forum, 25 trained; 1 Child Care training, 12 trained; and 9 CPS technician update courses, 225 technicians attending.

#### **Child Passenger Safety Fitting Station Development**

Funds Expended: \$7,665 (2003b)

Planned: Develop 5-10 Child Passenger Safety Fitting Stations following the Australian model.

Actual: Provided funding for the development of 3 permanent fitting stations. Additional fitting stations will be developed in FY2004.

#### **Youth Community-based and Faith-based Programs**

Funds Expended: \$0

Planned: Assist one consortium of opinion leaders to produce a community-wide competition for safety belt use by faith-based organizations.

Actual: No activity was undertaken because of uncertainty about direction from Secretary's Office.

#### **Convincer Support**

Funds Expended: \$15,050 (157)

Planned: Deliver presentations with vehicle rollover simulator which demonstrates effectiveness of restraints. Provide presentations statewide.

Actual: Part-time position demonstration roll-over convincer and provided materials to health and safety fairs.

#### **School-based Occupant Protection Programs**

Funds Expended: \$35,172 (402)

Planned: Provide funding for 4-6 school systems to conduct safety belt use programs reaching 4,000 students.

Actual: Funding was provided to nine school projects combining safety belt promotion programs with youth alcohol activities, as described in the youth alcohol section of this report.



## **Public Information and Education**

Funds Expended: \$60,890 (402)

Planned: Duplicate, print, distribute, purchase pamphlets, posters, audio, video and other promotional materials.

Actual: Duplicated and reproduced materials, developed package of public service materials including video, audio and print, with the hard-hitting enforcement message "Busted. Buckle Up or Pay the Price."

## **Enforcement**

### **Clickit Why Risk It**

Funds Expended: \$1,116,285 (402, 403, IN2)

Planned: Provide traffic enforcement overtime and equipment funding to 75-100 agencies to conduct enhanced periods of enforcement and public information known as mobilizations. Conduct two statewide mobilization periods with involvement of 85 percent of law enforcement, in an effort to increase safety belt use to 68 percent.

Actual: Provided funds to conduct enforcement mobilizations to 111 local and county law enforcement agencies and the Wisconsin State Patrol. Conducted three statewide mobilizations, in November/December, February and May. Increased statewide safety belt use to 69.8 percent.

## **Empowerment**

### **Safe Communities-Occupant Protection Activities**

Funds Expended: \$0

Planned: Provide funding for 4-6 Safe Communities to support occupant protection activities.

Actual: No funding was provided through the Occupant Protection program, however, several Safe Communities conducted occupant protection activities, which included participation in the law enforcement safety belt mobilizations, programs presented to schools, and community safety belt surveys, with other Safe Communities funding.

## **Enforcement and Education**

### **Law Enforcement Liaisons**

Funds Expended: \$62,672 (402)

Planned: Support of three former law enforcement representatives to meet with chiefs, sheriffs and commanders to discuss BOTS traffic safety programs. Emphasize safety belt promotion, and speed, alcohol and safety belt enforcement. Promote safety belt mobilizations. Promote BOTS and its traffic safety programs at conferences and other safety gatherings.

Actual: Law enforcement liaisons made visits to all participating law enforcement agencies, meeting with officials to discuss local and state traffic safety initiatives. LELs also attended all major conferences and events.

## **Evaluation**

### **Safety Belt/Restraint Surveys**

Funds Expended: \$120,129 (157)

Planned: Observational safety belt surveys are required as an evaluation component for traffic enforcement mobilizations following the national model of combining enforcement with paid media and other public informational activities. Perform statewide safety restraint use observational survey, identifying vehicle type, driver/passenger, age and gender.

Actual: Conducted two statewide observational surveys. Safety belt use increased from 66.8 percent in July 2002 to 69.8 percent in May 2003.

### **Attitude Survey**

Funds Expended: \$82,200 (157)

Planned: Contract to conduct a knowledge, attitude, and behavior survey.

Actual: UW-Madison Survey Lab conducted a phone survey on safety belt use and other highway safety topics and campaigns. Results will be compiled and published in FFY '03.

## **LEGISLATION**

During 2003 bills allowing for standard enforcement of the WI safety belt law were introduced in both the Assembly and Senate, however no vote was conducted. A bill to increase the fine for safety belt violations from \$10 to \$25 was introduced.

As of December 2003, an assembly bill was being drafted to strengthen the WI child passenger safety law by creating a tiered structure of required type of restraint use based on a child's age and size. Additionally, the bill will require the use of a belt-positioning booster by children ages 4 to 8, and for all children under the age of 12 to ride properly restrained in the rear seat.



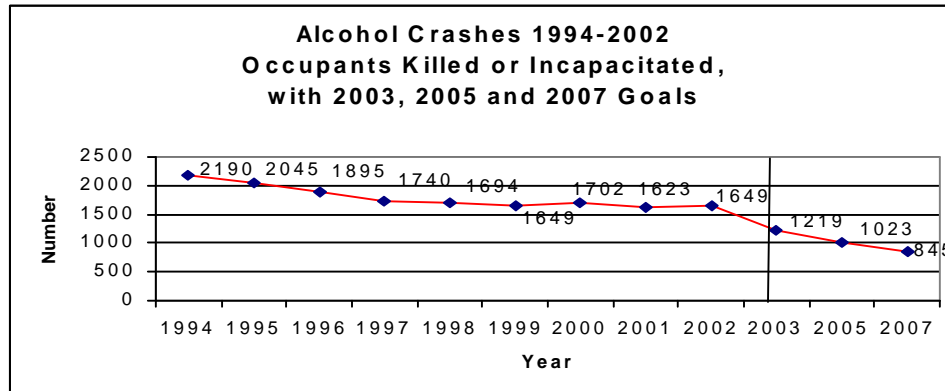


# Alcohol Countermeasures

**Program Goal:** To decrease the number of alcohol and drug related motor vehicle deaths and incapacitating (A) injuries to 1,219 by 2003; to 1,023 by 2005 and 845 by 2007.

1994 Baseline: 2,141 occupants were killed or incapacitated in alcohol related crashes.

2002 Status: 1,649 occupants were killed or incapacitated in alcohol related crashes.



## Program Funds

### Federal

2003 Budgeted	2003 Expended
(402) \$682,000	(402) \$545,585
(410) \$986,865	(410) \$733,404
(164AL) \$527,307	(164AL) \$252,777

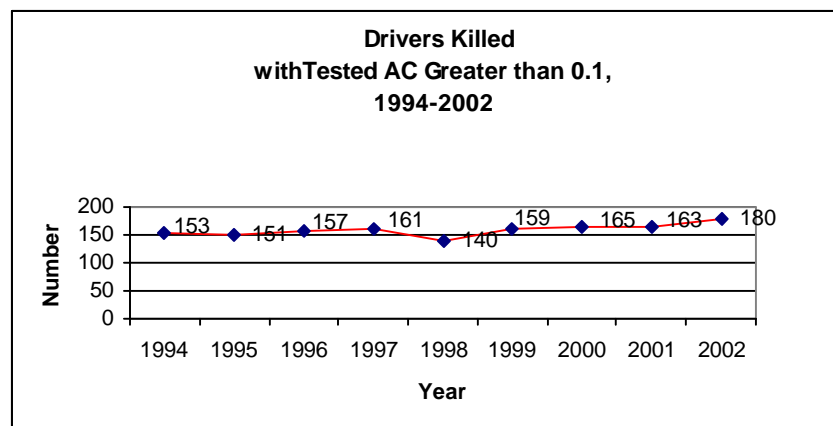
### State

(Safe Ride Home) \$137,570	(Safe Ride Home) \$137,237
(Pre-Trial Intervention) \$779,400	(Pre-Trial Intervention) \$779,400

**Objective 1:** To decrease the number of driver fatalities with ACs of 0.10 or greater to 154 by the end of 2003.

1994 Baseline: 153 drivers killed and tested had an AC of 0.10 or greater. Three year average for 1994-1996 was 154.

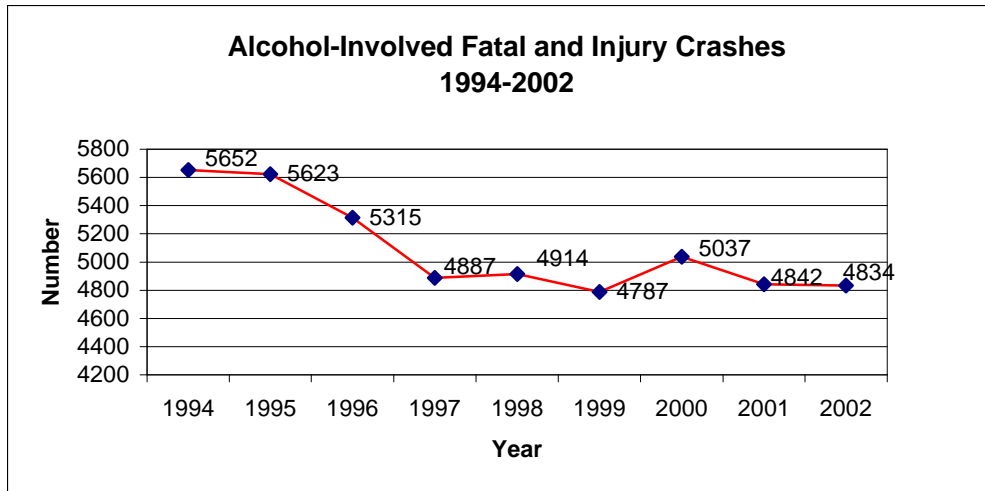
2002 Status: 180 drivers killed and tested had an AC of 0.10 or greater. We did not meet this objective. Wisconsin motor vehicle fatality 2000-2002 3 year average was 169.3.



**Objective 2:** To decrease the number of motor vehicle fatal and injury crashes that are alcohol or drug-related to 240 and 4050 by the end of 2002.

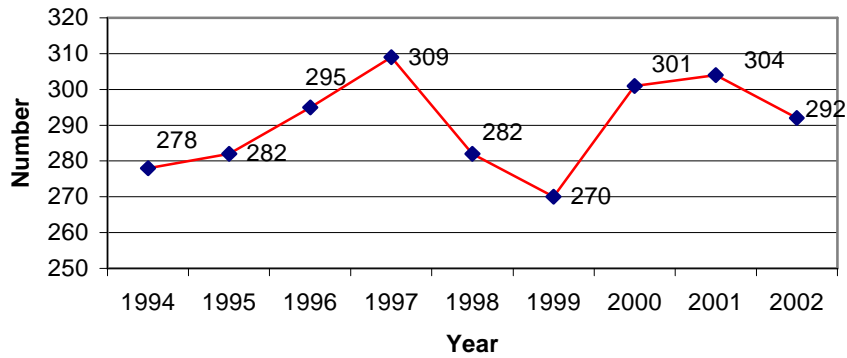
1994 Baseline: 5,930 fatal and injury crashes were alcohol or drug related. 1994-1996 3-year average was 5,815.

2002 Status: 4,834 fatal and injury crashes were alcohol or drug related. 2000-2002 3-year average was 4,904.

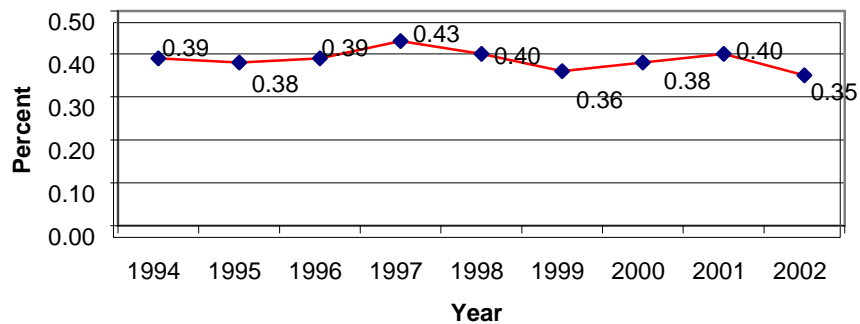


## State Summary Alcohol Data (GHSA Measures)

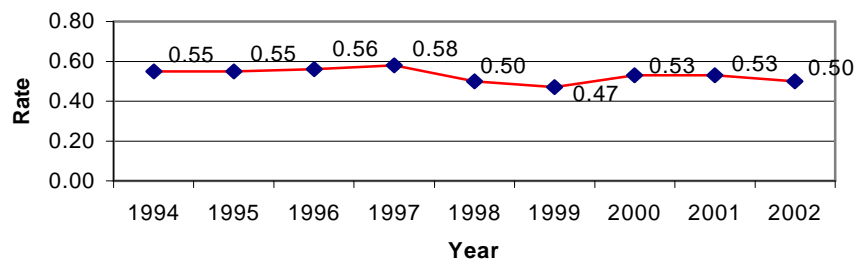
**Graph 03-05 - Fatalities in Alcohol-related Crashes 1994-2002**



**Graph 03-06 - Alcohol-Related Fatalities as a Percentage of All Fatalities 1994-2002**



**Graph 03-08 Alcohol Fatality Rate 1994-2002 per 100 Million VMT**





## PROGRAM ACTIVITIES

### **Administration**

**Funds Expended:** \$144,200 (402)

**Planned:** Two positions to administer the 402, 410, 157AL, 164AL, OJJDP and state funds.

**Actual:** Two federally funded positions managed the alcohol and youth alcohol programs. Advisory membership on 410 Advisory Committee, meets as needed to advise BOTS on issues related to 410 Alcohol Incentive Grant funding. SFST Advisory Committee, meets as needed to advise BOTS on issues related to SFST training in Wisconsin. DRE Oversight Committee, meets quarterly to review all DRE evaluation documentation completed in the previous quarter. For 2004, a regional review approach is being implemented.

### **Education-Training**

#### **SFST and Advanced SFST or 8-Hour Drug Segment**

**Funds Expended:** \$145,312 (410)

**Planned:** Train 800 officers in SFST skills, and train 400 officers in Advanced Standard Field Sobriety Testing (SFST).

**Actual:** This year 861 officers were trained in SFST and 472 officers were trained in advanced SFST. Wisconsin now has 98 SFST instructors with an additional instructor class planned for January 2004. SFST has been institutionalized into the revamped 520 hour Law Enforcement Recruit Curriculum. See map at the end of this section for Instructor locations.

#### **Mobile Video Camera**

**Funds Expended:** \$0

**Planned:** Train 50 officers in Mobile Video Camera skills, and train MVC training officers

**Actual:** No funds were expended in 2003 in this effort but multiple trainings occurred in LE agencies now having in-house instructors to conduct them.

#### **DITEP (Drug Impairment Training for Educational Professionals)**

**Funds expended included in SFST total**

**Planned:** Train 10 instructors in DITEP and deliver courses in their community.

**Actual:** Ten Wisconsin DRE's were trained as DITEP (Drug Impairment Training for Educational Professionals) instructors in 2003 providing them the skills necessary to teach educational professionals how to recognize, document and reinforce school "zero tolerance" policies. Twelve one or two-day DITEP classes supplying this knowledge to 208 teachers, counselors, school nurses and administrators were conducted. For more information about DITEP, contact Bill Kraus at William.Kraus@dot.state.wi.us.

#### **DRE School Support**

**Funds Expended:** \$88,600 (410)

**Planned:** Contract for program coordinator to support implementation of community DRE programs; provide one DRE class in Wisconsin; support DRE trained officers' attendance at additional training and quarterly review meetings.

**Actual:** Wisconsin's sixth DRE (Drug Recognition Expert) class was conducted, culminating with their graduation recognition in July in Manitowoc. This class of officers increases the total number of active DRE's in Wisconsin to 87. The DRE education program continues to be coordinated by a contract position which also participates in the quarterly Oversight Committee meetings.

#### **Drugs That Impair Driving**

**Funds Expended:** \$34,690 (410)

**Planned:** Provide 8-hour drug training for 400 officers who have completed the SFST course.

**Actual:** Four hundred and seventy two officers were trained to provide additional skills for Wisconsin road officers in a contract with Malcom Marketing to design a hard-hitting enforcement-focused PI&E campaign. This campaign will be introduced in the December 2004 Mobilization.



## **Education-PI&E**

### **Public Information and Education**

Funds Expended: \$36,355 (410)

Planned: Incorporate alcohol public information into alcohol programming in accord with a long range plan; reach 25% of the target audiences and change the behavior of 25% of them; work with UW Business School to identify most effective behavior change activities and messages.

Actual: BOTS completed the Request for Proposal process.

### **Resource Center on Impaired Driving**

Funds Expended: \$198,026 (410)

Planned: Support two attorneys and administrative support to research and disseminate information about OWI laws, policies and techniques for judges, prosecutors, defense attorneys, legislators, educators and enforcement of-ficers.

Actual: The Resource Center on Impaired Driving conducted its annual cross-disciplinary Traffic & Impaired Driving Law Program in the spring of 2003. In addition, the center has provided instruction at a judicial seminar, a conference for substance abuse providers, law enforcement Standardized Field Sobriety Test (SFST) instructors, trained Drug Recognition Expert (DRE) officers, beverage service training instructors, and prosecutors. The center played a vital role in public information and education concerning lowering the legal limit to .08. The center provides training on the implementation of the .08 law and other legislative changes.

## **Empowerment**

### **Pretrial Intensive Supervision Programs (ISP)**

Funds Expended: \$159,975 (410)  
\$779,400 (state)

Planned: Maintain 5 continuing ISP efforts; implement 3 ISP efforts in new communities; support biannual meetings with all participating communities.

Actual: Interest continues in Pretrial Intensive Supervision Programs (ISP's). 13 counties are currently served by Pretrial ISP's and the waiting list has grown to seven counties: La Crosse, Vernon, Outagamie, Dunn, Wood, Dane and Ashland. Additional state funding is needed to expand the program into more communities. The partners meet twice a year to discuss program issues and successes. An evaluation report of this effort is available on the WisDOT web site [www.dot.wisconsin.gov](http://www.dot.wisconsin.gov).

### **Safe Ride Program**

Funds Expended: \$149,189 (164, state)

Planned: Assist the Tavern League to develop a strategy for distribution of state funds for safe ride home programs; act as pass-through for these funds to the Tavern League Foundation which will administer them.

Actual: BOTS and the Tavern League Foundation have contracted with an ad agency, Knupp and Watson, to design a marketing campaign promoting Safe Ride programs to bar patrons and bar staff.

### **21-34 Year Old Demonstration Grant** (403 Demo, 164 AL)

Funds Expended: \$260,575

Planned: Implement the "Road Crew" social marketing strategies for separating the high risk young male drinker from his automobile in four Wisconsin communities as test markets; evaluate success or failure of each test.

Actual: Wisconsin's demonstration grant using social marketing concepts to modify the behavior of 21-34 year old males concerning driving after excessive drinking was completed in Dodgeville/Mineral Point, Polk County and Tomah this year. The evaluation results show a potential 17.5% decrease in alcohol related crashes in the pilot communities. The draft final report has been submitted to NHTSA Washington for review.

### **Innovative Community Alcohol Projects** (164 AL)

Funds Expended: \$29,569

Planned: Fund a RFP process innovative community alcohol project.

Actual: This effort did not begin in FFY2003. Foundation work has begun and will continue in the current fiscal year.



## Enforcement

## Saturation Patrols

Funds Expended: \$541,800 (402)

**Planned:** Reduce alcohol-related crashes by 5% within the participating communities which represent more than 50% of the state's population; reduce these crashes by 3% in other communities as a result of publicity related to the Saturation Patrols.

**Actual:** We saturated 73 percent of the state's population with projects in 30 County Sheriff Departments, 12 Municipal Police Departments, and 4 Wisconsin State Patrol Districts. In addition, we funded 7 deployments into 2 additional County Sheriff Departments and 37 additional Municipal Police Departments. Participation in the National You Drink and Drive YOU LOSE was a federal requirement.

## Alcohol Offender Prosecution

Funds Expended: \$121,800 (164 AL)

Planned: Award 1-2 year grants to support additional OWI prosecutors in up to 7 counties.

**Actual:** Six communities were selected by the Wisconsin District Attorneys Association (WDAA) to receive the \$300,000 funding support directed by Joint Finance for OWI prosecution from the Section 164 transfer funds. Five of the communities hired additional ADA's and reported significant decreases in backlogs and improved processing of OWI offenders in their counties. One community, Manitowoc, struggled with implementation, and subsequently declined the award amount which WDAA authorized be divided among the remaining communities.

## Evaluation

Funds Expended: \$7,900

Planned: Support legislative mandates such as the passive alcohol sensor and Ignition Interlock Device evaluations.

**Actual:** An evaluation of the effectiveness of Ignition Interlock Devices and Immobilization to reduce repeat drunk driving was completed by DOT staff, in cooperation with DHFS, to fulfill the requirements of 1999 Wisconsin Act 109. The study was conducted in two phases during 2003. The final study was transmitted to the Legislature in December 2003.

## Program Highlights

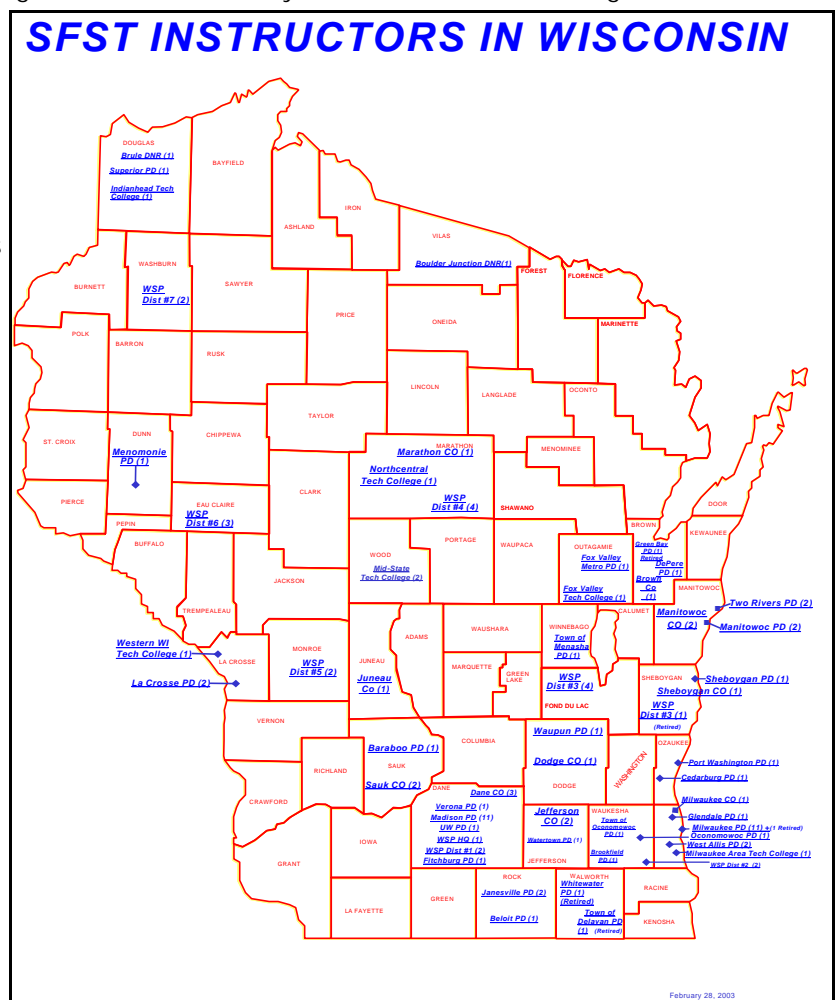
## Impaired Driving Coalition

Public perception of OWI is like its views on such broad issues as poverty and violence; everyone is against it, but no one can quite agree on effective solution.

In April, Wisconsin hosted its second NHTSA alcohol Assessment. More than 50 participants provided verbal or written testimony to the team. The final report was used as a guide for planning.

## Legislation

Governor Doyle signed Wisconsin Act 30 on July 3rd making Wisconsin the 43rd state to pass a 0.08 BAC law. The implementation date for Wisconsin's change in BAC per se level was September 30, 2003 qualifying Wisconsin for one year of 0.08 incentive monies.



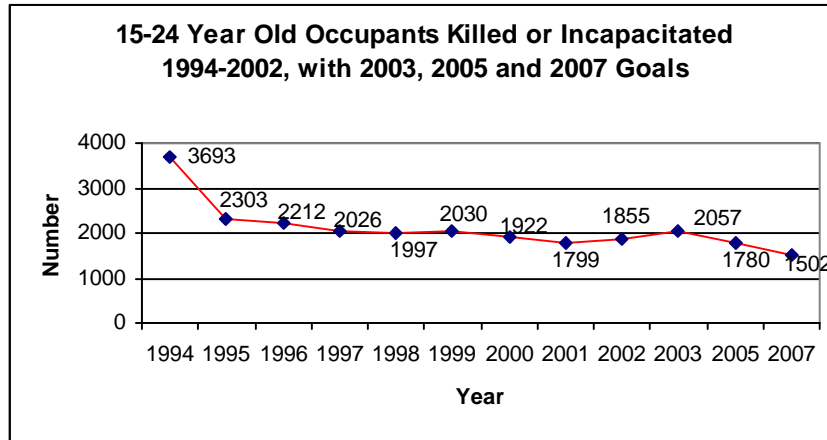


# Youth Alcohol

**Program Goal:** To decrease the number of 15-24 year old drivers and passengers killed or seriously (A) injured in all traffic crashes to 2057 by 2004, to and to 1780 by 2007, and to 1502 by 2009.

1994 Baseline: 2,448 15 to 24 year olds killed or seriously injured.

2002 Status: 1,779 deaths and incapacitating injuries



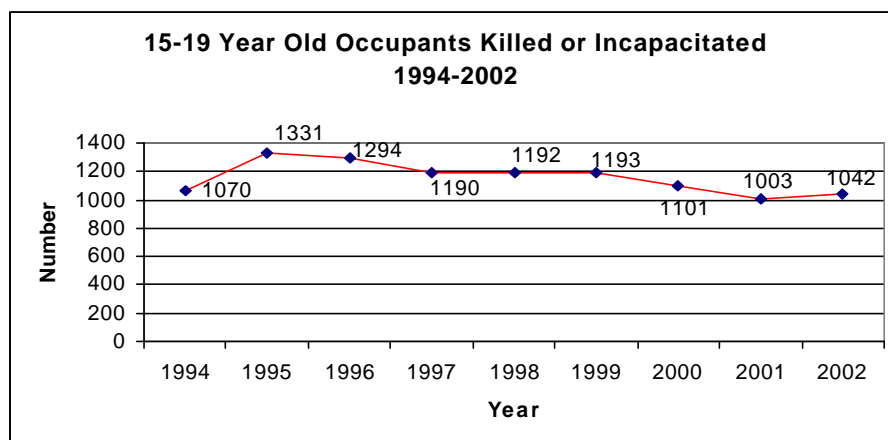
## Program Funds

	2003 Budgeted	2003 Expended
(410)	\$108,000	(410) \$98,463
(OJJDP)	\$846,208	(OJJDP) \$742,204

**Objectives 1:** To decrease the number of occupants, ages 15-19, killed or seriously injured in motor vehicle crashes by 538 by the end of CY 2004.

1995 Baseline: 1331 young occupants were killed or seriously (A) injured. Three year average for 1994-1996 was 1284 killed or seriously (A) injured.

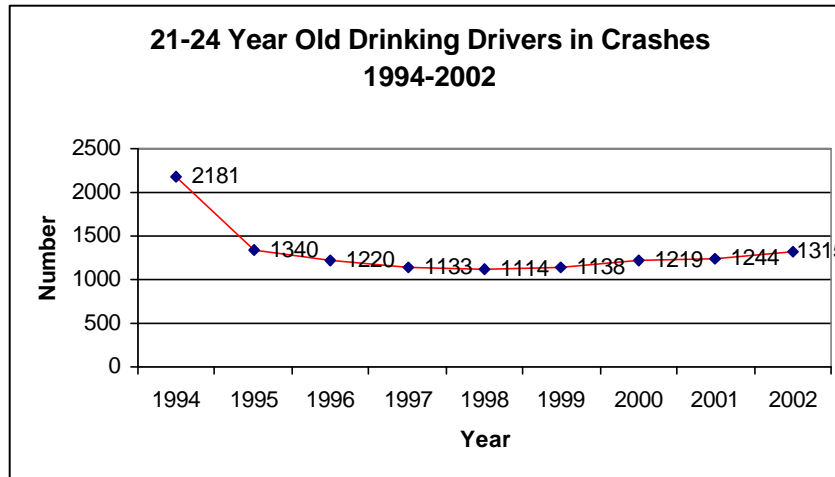
2002 Status: 1042 15-19 year old drivers were killed or seriously (A) injured. Three year average for 2001-2002 was 927 killed or seriously (A) injured.



**Objective 2: To decrease the number and percent of 20-24 year old drinking drivers involved in crashes to 2000 and 20% by the end of CY 2004.**

1994 Baseline: 2,181 20-24 year old drinking drivers (21.8% of all drinking drivers) were involved in crashes. 1994-1996, three year average was 2029 (20% of all drinking drivers).

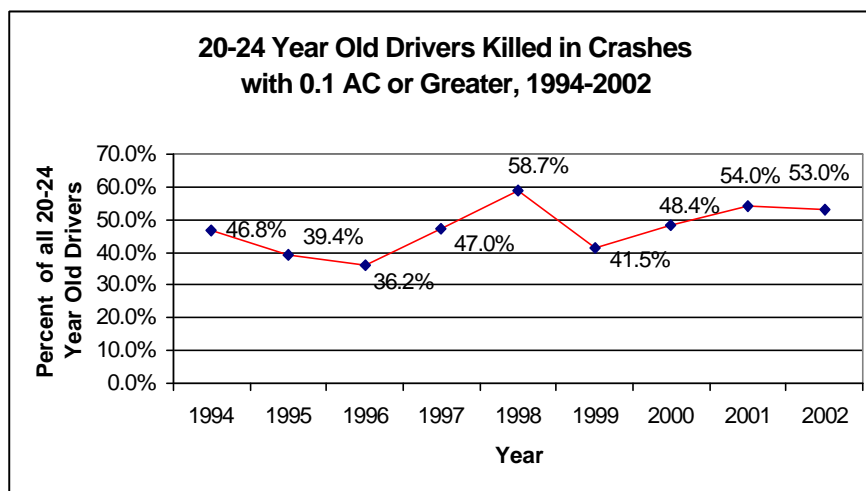
2002 Status: 2,171 20-24 year old drinking drivers (28% of all drinking drivers) were involved in crashes. Three year average for 2000-2002 was 1996 (23% of all drinking drivers).



**Objective 3: To decrease the percent of killed 20-24 year old drivers in crashes whose AC tested at 0.10 or above to 40% by the end of 2003.**

1994 Baseline: 36% of killed 20-24 year old drivers tested at 0.10 AC or above. Three year average for 1994-1996 was 38%.

2002 Status: 69% of killed 20-24 year old drivers tested at 0.10 AC or above. Three year average for 2000-2002 was 53%.



## Program Activities

### **High School Multi-Media Show – “Power of One”** Funds Expended: \$50,000 (OJJDP)

Planned: Provide 100 presentations to 100 Wisconsin middle and high schools.

Actual: A powerful motivational multimedia presentation that captured the imagination of youth, using true stories, Hollywood film clips and a soundtrack of popular music. All these elements serve to reinforce the central message “The Power of One”. 101 were 410-funded and at least 100 were privately funded.

### **Peer Theater** Funds Expended: \$5,000 (OJJDP)

Planned: Statewide training for youth that will be able to use peer education strategies to raise awareness of and help young people talk about alcohol, drugs, tobacco and violence issues.

Actual: Seven to ten teams of youth and adults were trained through the Wisconsin Regional Teen Institute (WRTI). Peer education training is a powerful and proven method in which youth impact their communities.

### **Highway Safety Newsletter for Teens** Funds Expended: \$550 (OJJDP)

Planned: Funding for the published newspaper on prevention topics by and for youth.

Actual: Marshfield Center for Community Outreach is working with a consortium of state and private organizations to create the Youth Press of Wisconsin Newspaper which has increased outreach across the state. The network has grown to serve thousands of youth, offering them a voice in their schools and communities on traffic safety and prevention topics. Newspaper distribution reaches 15,000 youth.

### **Wisconsin Youth Conferences** Funds Expended: \$14,610 (410)

Planned: Provide funding for Prevention Conferences; opportunities for youth and adult to interact while learning about traffic safety as a prevention issue.

Actual: Participated in the following Fiscal Year 2002 youth conferences:

- Wisconsin’s MADD Youth Leadership Power Camp. The camp highlighted exciting traffic safety and prevention topics. Youth enjoyed the opportunity to interact with national presenters. Traffic Safety Booth was provided.
- SADD Annual Conference. Day and half training for Wisconsin Chapters. Traffic Safety Booth was provided.

### **Operation Teen Buckle Down/Community Youth Development/Youth Community Initiative Programs** Funds Expended: \$23,564 (410)

Planned: Fund youth programs using incentives and positive reinforcement to encourage behavioral changes in youth. Partnerships are created between local law enforcement, local businesses and youth.

Actual: Provided grant funding to the following successful community programs:

- Operation Teen Buckle Down: Elkhart Lake, Two Rivers, Douglas County, Poynette Police Department and Denmark.
- Community Youth Development: DePere Sheriff’s Department, Monroe County Police Department and Peshtigo School District.
- Community Initiative Programs: Coleman School District, Readstown EMS, Dane County Human Services and Richland County Sheriff’s Department.

### **Youth Alcohol Enforcement Program – CARD Program** Funds Expended: \$80,571 (OJJDP)

Planned: Fund community Comprehensive Alcohol Risk Reduction (CARD) enforcement projects. A combination of the Alcohol Compliance Investigation, Cops in Shops and the Party Patrol programs that allows for a greater number of patrols on a community.

Actual: Provide grant funding to the following enforcement/community programs:

- Wood County, Rusk County, Green Bay, Steven Point, Oshkosh, Ashwaubenon, Waushara County, Cottage Grove, Rice Lake, Menomonie, Grant County, Eau Claire County, Somerset, North Hudson, Crawford County, Prairie du Chien, Marathon County, Wausau, Hudson, Manitowoc, Taylor County, Outagamie County, Mukwonago and Waukesha County.





**Wisconsin Y.E.S. Ambassador**Funds Expended: \$15,000 (410)

Planned: Co-sponsor a youth position with ten organizations. Responsibilities of youth position is to develop and conduct youth leadership training, advocacy, and policy. The goal is for the trained youth to train other youth.

Actual: Funding was provided for the youth position. We worked with other organizations to complete a successful Wisconsin Y.E.S. program year. The Wisconsin Y.E.S. Ambassador position provides support to youth programs throughout the state.

**OJJDP-Combating Underage Drinking Program**Funds Expended: \$601,194 (OJJDP)

Planned: Provide funding to local community taskforces to provide guidance and direction for efforts to expand enforcement activities targeting servers, sellers and purchases; technical assistance for local prevention programming; and mini-grants for partnerships to oversee the effort.

Actual: Working with Project Forward-Marshfield Medical Research Foundation/Center for Community Outreach, continued to assist community coalitions to encourage youth to be involved in positive activities, and to minimize youth drug and alcohol use and other risky behavior. Project Forward staff and volunteers collaborated with the following communities/counties: Barron, Brown, Calumet, Chippewa, Clark, Dane (McFarland), Dodge, Dunn, Jefferson, Pierce, Rusk, St. Croix, Taylor, Waukesha, Sawyer, and Wood.

**Critical Life Choices & Court in Schools, Teen Courts** Funds Expended: \$60,000 (410)

Planned: Provide funding to identify and implement one new judge/jurisdiction to conduct program training (such as Teen Courts/Court in Schools) to communities where youth are making risky decisions that are putting them into the judicial system. The Judicial System is not equipping youth with the skills to help change their behavior and make healthy decisions.

Actual: Provided technical assistance to the Wisconsin Teen Court Association, to train youth in existing Teen Court programs, and program start-up phase. Includes Teen Court professionals and volunteers from around the United States, as well as OJJDP speakers. Active Teen Court Programs throughout the State of Wisconsin.

**Public Information and Education**Funds Expended: \$12,610 (410)

Planned: Funding for P I & E materials to the public on young drivers issues such as impaired driving, alcohol laws, safety belts and safe choices. Reproduce materials. Research and provide needed youth development program planning/implementing, and evaluation resources for local organizations.

Actual: Provided materials such as the Wisconsin Parent Packet to Wisconsin Drivers Education providers for their classes throughout the state. It is vital to prevention organization's success to remain up-to-date with effective prevention strategies and current data.

**PROGRAM HIGHLIGHTS**

**"Power of One"** - One decision. One vote. One person. The **Power of One** dictates the course of history. One decision can make the difference between lifelong success or tragedy. We have the potential to make changes in our lives, the lives of those around us, or even the world. Most students never truly consider the **Power of One**.

Using inspirational real-life stories and dynamic visuals, we demonstrate to students the power they have as individuals to make a positive difference. They learn what it takes to harness the **Power of One**.

Communities have financed the multi-media shows by grants from large local corporations (such as Target, Wal-mart, Pepsi and Sentry Insurance Company) located in their communities.





## **UW-La Crosse College Program—MAKING THE TRANSITION: COMBATting UNDERAGE DRINKING.**

"Making the Transition" Program has accomplished all grant objectives and work plan items. Transition activities with the local high schools established partners and established a peer mentoring program that generated positive activity on campus in the first year of the project. Also, they established collaborative relationships with the two large high schools in the La Crosse School District. The underage drinking prevention efforts were geared towards assisting high school students making the difficult transition from high school to college. A two-day training session was held for 30 peer educators in preparation for the program. Presentation content included accurate social norms, information about college drinking, the "myths" of college life, and information regarding the transition from high school to college. Total high school audience equaled 505 students. Professional training was provided to La Crosse School District faculty and staff on March 21, 2003. Terry L. Rentner, Ph.D., Bowling Green University, and Mary Torstveit, UW-La Crosse presented, *"Student Drinking: Perceptions and Expectations: What High School Students Say."*

## **Wood County Sheriff's Department—Traffic Enforcement Collaborative Project (includes Youth Alcohol Enforcement Project)**

The Wood County Sheriff's Department collaborated with Marshfield, Wisconsin Rapids, Port Edwards, Nakoosa, and Grand Rapids Police Departments to put extra traffic patrols on duty. The project began in March 2003, with heavy concentration in areas experiencing incidents of underage drinking and other violations. Wood County had experienced a number of tragic motor vehicle crashes. The department took an aggressive approach to enforcement. Officers reported violations by drivers, especially during periods of saturated patrols. Departments identified peak periods, and advertised them throughout the media market. Three large departments conducted compliance investigations (checks) on establishments in their jurisdictions. All experienced improved compliance on their second series of checks. Area schools included information about patrols in their newsletters to parents and students. Enforcement was directed at speed, alcohol, and underage drinking problems in this county, with a strong focus on seat belt usage and child passenger protection.

## **Just the Facts—University of Wisconsin Milwaukee Campus Grant (Year 2)**

UW-Milwaukee is one of 32 colleges that are testing social norms marketing for alcohol use. The goal of the national *Just the Facts* campaign is to determine whether informing students that the majority of their peers do not drink heavily can change the acceptance and buy-in to that behavior and thus reduce high-risk drinking on campus. Researchers worked with students from public relations and advertising classes to develop the campus campaign. The UWM campus campaign has been successful; 91% are aware of the message: "67% of UWM students have 0-4 drinks per week." In the spring, random sample surveys will assess actual alcohol consumption and student perception of one another's alcohol use.





# Police Traffic Services

**Program Goal 1: To decrease the number of speed-related crashes to 16,280 the number of people killed in these crashes to 223 and the number of people severely injured in these crashes to 1,307 all by the end of CY2003.**

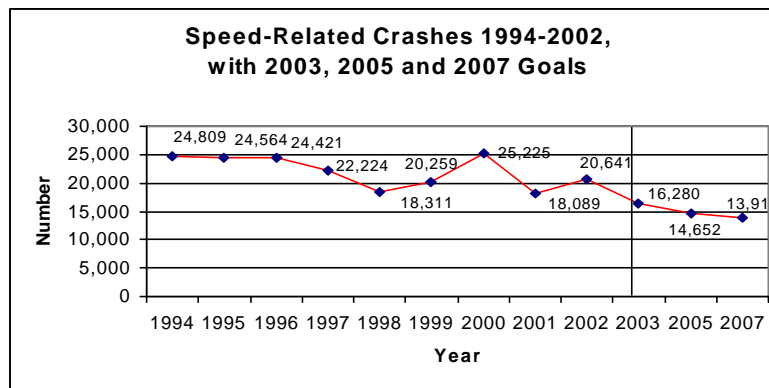
1994 Baseline: 24,809 crashes were speed related, 242 people died in these crashes and 2,231 people sustained incapacitating injuries.

2002 Status: 20,660 crashes were speed related, 270 people died in these crashes and 1,499 people sustained incapacitating injuries.

**Program Goal 2: Decrease the number of fatal and incapacitating crashes resulting from other reported "aggressive driver behavior" to 1,770; and to reduce the number of people killed and severely injured in these crashes to 2,374 both by the end of CY2003.**

1994 Baseline: 2,987 fatal and incapacitating crashes caused by "aggressive driver behavior" in which 4,219 people were killed or sustained incapacitating injuries.

2002 Status: 2,086 fatal and incapacitating crashes caused by "aggressive driver behavior" in which 2,848 people were killed or sustained incapacitating injuries.

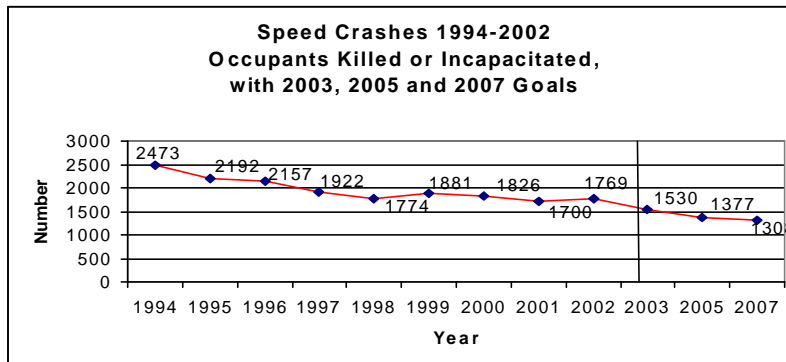


Program Funds	
<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402) \$500,000	(402) \$415,826

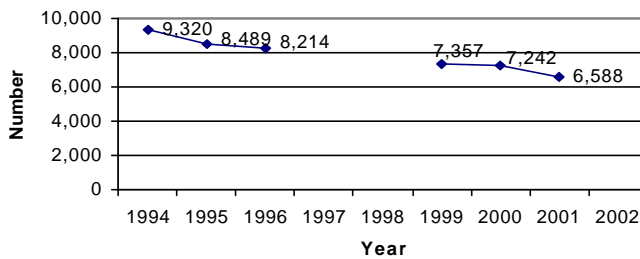
**Objective 1: To decrease the number of all speed-related crashes to 16,280 by end of CY 2003, to decrease fatalities to 223 by end of CY 2003, and decrease incapacitating (A) injuries to 1,307 by CY 2003.**

Baseline: 24,809 speed-related crashes resulted in 242 fatalities, and 2,231 incapacitating injuries.

Status: 20,660 speed-related crashes resulted in 248 fatalities, and 1,499 incapacitating injuries.



**Aggressive Driver Crashes 1994-2001, Occupants Killed or Incapacitated**



**Objective 2: To decrease aggressive driving related fatal and incapacitating injury crashes to 3,620 and the resulting fatalities and A injuries to 6,881 by the end of CY 2003.**

Baseline: 2,987 K-A crashes and 4,219 fatalities and incapacitating injuries were driver aggression-related.

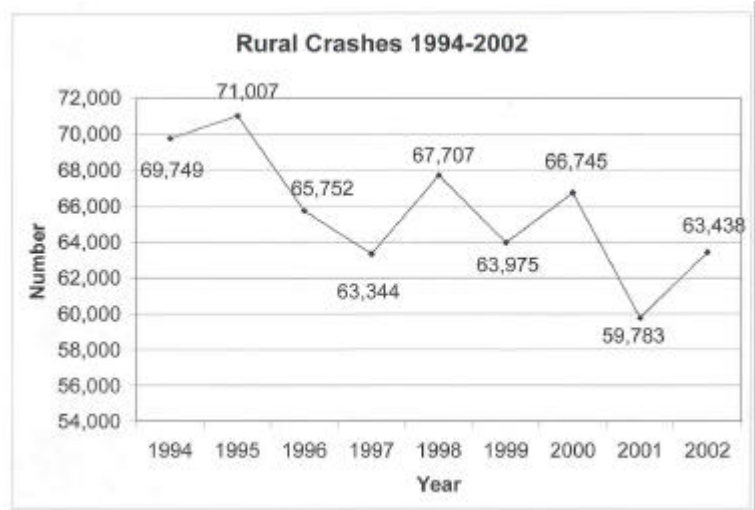
Status: 2,040 K-A crashes and 2,784 fatalities and incapacitating injuries were driver aggression related.

**Objective 3: To decrease the number of rural crashes to 56,794 by the end of CY2003, decrease associated fatalities to 595 by the end of CY2003, and decrease injuries to 25,980 by the end of CY2003.**

Baseline: 69,749 rural crashes resulted in 566 deaths and 5,033 incapacitating injuries.

Status: 63,438 rural crashes resulted in 653 deaths and 25,242 injuries.

In Wisconsin, more than four times as many fatal crashes (583) occurred on rural roadways than urban (142), but more injury crashes occurred on urban (22,541) than on rural (17,093). 653 people were killed and 25,242 were injured in crashes on rural roadways. 142 people were killed and 35,534 people were injured in crashes on urban roadways.



In 2002, 198 fatal and 19,255 injury crashes occurred at intersections. Drivers who were cited for failure to yield right away and disregard for traffic sign or signal contributed to these crash numbers.

## PROGRAM ACTIVITIES

### Administration

#### **Program Management**

Funds Expended: \$56,386

Planned: One position to administer 402 funded enforcement projects.

Actual: Coordinated administration of enforcement projects with alcohol and belts programs. Served as liaison to WTSOA. Assisted in developing speed safety summits.

### Education

#### **Public Information and Education**

Funds Expended: \$24,900

Planned: Coordinate PI&E with national mobilizations and state enforcement waves, develop materials and campaigns directed at high-risk drivers for speed and aggression, reproduce and distribute existing appropriate materials.

Actual: Developed "Move Over" law materials, contributed funding for Broadcasters paid media and participated in alcohol and red light running national mobilizations. Reproducing materials has been delayed while statewide media plan is not in place.



## Law Enforcement Training

Funds Expended: \$22,000

Planned: Train/inform law enforcement and others about air bag deployment hazards, best practices, fund appropriate enforcement conference attendance, TLE Task Force and WTSOA.

Actual: Three Safety Summits regarding speed and economic loss, developed a summer collaborative enforcement plan, funded law enforcement including WSP participation in local and national training/conference. 2 TLE Task Force meetings, and several WTSOA workgroup and conference planning meetings.

## Enforcement

Funds Expended: \$398,448

Planned: Create speed and other high-risk driver behavior, including red light running, projects for overtime enforcement deployments. Continue collaborative enforcement projects. Use data to develop rural crash enforcement response strategies. Increase support for Brown County Traffic Team.

Actual: 48 Traffic Enforcement Projects addressed on speed and intersection crashes. The Brown County Traffic Team continues at a high level of activity and is becoming well recognized and supported by residents.

## PROGRAM HIGHLIGHTS

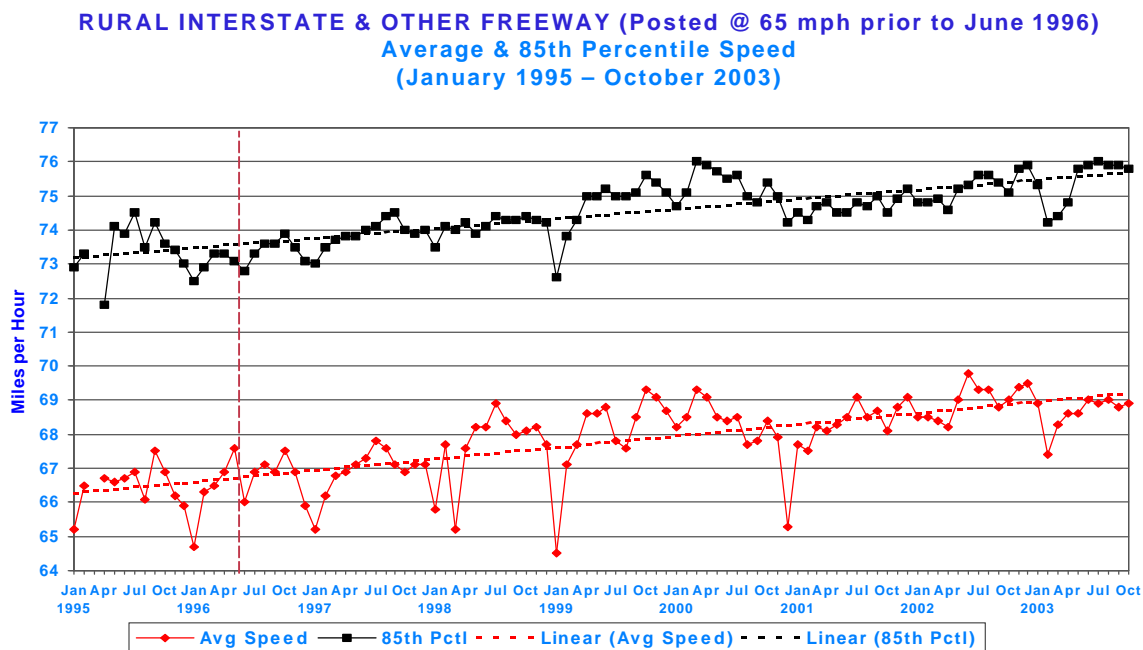
### Wisconsin Traffic Safety Officers Association

A workgroup of nine members comprised of WTSOA Board of Directors, Traffic Law Enforcement Task Force leaders, and BOTS worked on membership recruitment, implementation and outreach. A total of 135 attended the WTSOA/WHSCA/WAWHSL combined event in September. Website can be found at [www.wtsoa.org](http://www.wtsoa.org).



### Rebuilding Collaborations

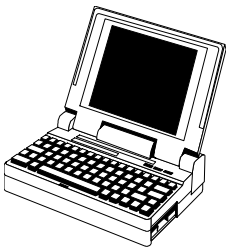
Multi-agency collaborations in our state have begun to reorganize and expand with the goal of reducing crashes, especially those caused by alcohol impairment. Traditionally, these were alcohol saturation deployments, but in the past year others have organized to focus on speed. Collaborations between WSP and local Sheriff Departments have patrolled on the interstate and other high traffic volume corridors. These deployments usually occurred without any federal funding.



Source: Composite speed data from WisDOT Automatic Traffic Recorder Stations  
w:\Hsa\Speed\2003 Speed Charts\RURIN\Tang\ 12/15/2003

Source: Composite speed data from WisDOT Automatic Traffic Recorder Stations. 9/19/02





# Traffic Records

**Program Goal:** To coordinate the development and improve the use of Wisconsin's traffic safety information systems to support the planning, operational management or control and evaluation of Wisconsin's highway safety activities.

**1994 Baseline:** Wisconsin has generally excellent records files, with the exception of EMS run data. There is, however, little inter- or intra-agency coordination of files, no training available, few baseline data collected, and little evaluation of 402-funded projects.

**2003 Status:** Mortality file, emergency department and physicians office visit files are now available for linkage and analysis, automation of crash, citation and adjudication data collection and transmission is well-underway, baseline and trend data are documented increasingly in grants and publications, no training in the use of these data has been made available, and evaluation of grant activity is still inadequate.

Program Funds			
	<u>2003 Budgeted</u>		<u>2003 Expended</u>
402 TR	\$320,000	402 TR	\$247,236
411 J9	\$578,547	411 J9	\$199,239
State	\$214,640	State	\$214,540

**Objective 1: To promote data-driven highway safety decision making in Wisconsin by state and local organizations and data users during FFY 2003.**

1994 Baseline: WisDOT's Highway Safety Performance Plan, State Highway Plan, and some local Safe Communities program planners used many of these data sources. Program managers and local safety professionals have not had Traffic Records training. Analyses not performed.

2003 Status: In 1999, a Traffic Records Assessment was performed and the WI TRCC has met quarterly since then, TR Strategic Plans have been published and updated annually. Problem ID for the Highway Safety Performance Plan and Annual Report are data-driven, but few program or project evaluations have been performed. No TR training has been made available.

**Objective 2: To ensure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC's Traffic Records Strategic Plan recommendations as the basis for decision making about highway safety information systems, including the programming of 402 and 411 funds during FFY 2002.**

1994 Baseline: In 1999, a State Traffic Records Assessment was performed, and a TR Coordinating Committee was established.

2003 Status: The 2001-2004 HSPs have incorporated recommendations from the TRCCs and annual TR Strategic Plans. In 2003-4 the TRCC plans to update the Strategic Plan using a new format incorporating updated and operationalized objectives and incorporating safety-conscious planning and safety management system concepts.

**Objective 3: To improve crash and outcome reporting by increasing use of linked reports, by extending location data and VMT collection to local roads and by increasing the linkages to coroner, ambulance run and emergency department databases during the FFY 2002.**

1994 Baseline: BOTS provided 200 linked hospital discharge/crash reports to Wisconsin communities. Wisconsin collected location data and VMT on State Highways only (60.5% of crashes occur on other roadways). Only crash and hospital discharge databases are currently linked. Limited VMT collection on local roads.

2003 Status: Annual Management Reports and reports using linked data are available to all counties on the CODES Internal site. Approximately 200 communities receive hard copies of 5-year summary data reports. Death certificate data are being linked, and the 2002 emergency department and physician office visit data will be available for linkage in 2004. No ambulance run data are being collected by the state. State centerline maps and location reference system are useful only for 12,000 miles of state-administered roadway. Studies of methods of location referencing for local roads have begun.



**Objective 4: To encourage emerging technologies approved by FHWA and WisDOT to improve collection and/or processing and/or dissemination of traffic safety information.**

1994 Baseline: Several communities (Dane County, Sun Prairie, Brown County, Eau Claire) were testing new technologies for crash data collection and communication.

Status: Wisconsin plans to roll out TraCS crash, citation, OWI Tracking and Warning modules during CY2004; and the TraCS CMV Inspection and Crime/Incident modules are being investigated. Geo-location technologies are being investigated for incorporation into the TraCS system. No state GIS base map or standards exist and VMT data are not available for local roads. Studies are underway to incorporate these into the automated systems.

## **PROGRAM ACTIVITIES**

### **Administration**

#### **Program Management & Analysis**

Funds Expended: \$104,651 (402)

Planned: Assist in development of Highway Safety Plans and Reports; develop and perform analyses of programs and projects; develop more accessible and user-friendly reports and media.

Actual: Program management is performed by P&A-funded BOTS Assistant Director, who chairs the Traffic Records Coordinating Committee, is a member of the National Safety Council's Traffic Records Committee Executive Board and chairs the EMS for Children Research and Data Committee. A data entry clerk and a safety analyst enter and update mailing lists, contract and project activity data, run SAS jobs creating summaries of project activities, and perform analyses as directed by the Safety Policy Analysis Section chief.

#### **Strategic Plan Review and Revision**

Funds Expended: \$1,576 (411)

Planned: Update 2001 Strategic Plan by December 2001 and begin implementing it immediately; to review and revise the 2001 Strategic Plan during 2002.

Actual: 3 Traffic Records Coordinating Committee meetings were held. Committee members received training while presenting at the Traffic Records Forum. 2003 priorities of TRCC were: crash automation, location improvement and expanding data linkage.

#### **Safety Policy Analysis**

Funds Expended: \$214,640 (state)

Planned: Produce policy studies and analyses as requested by WisDOT and Legislature; perform ad hoc analyses; produce crash facts publications and fact sheets; support federal P&A.

Actual: The Safety Policy Analysis Section of 3 FTE analysts and two 402-funded positions, produced legislative and program analyses, Crash Facts, Alcohol Crash Facts, Motorcycle Crash Facts, fact sheets, and ad hoc data requests, and also support the Assistant Director in the preparation of the Highway Safety Plan and Annual Report.



### **Evaluation-Data Systems Improvements**

#### **CODES Data Linkage**

Funds Expended: \$99,119 (402)

Planned: Link 1999 crash, hospital and mortality files; produce state summary 'management' reports and community reports; link EMS run, ED, and MD visit records when available; produce ad hoc reports, presentations and articles; update and maintain the CODES Internet site.

Actual: 2000 and 2001 files were linked and reports generated; 1991-2001 linked crash/hospital discharge file and reports are available; 1998-2001 crash/hospital/mortality files and reports are available. County-level CODES reports are available on the Internet; e-code and community reports are available upon request. CODES analyst made presentations at national injury prevention conferences. The DHFS Bureau of Health Information is being trained to perform CODES linkage.

#### **CODES Data Network-Demonstration Grant**

Funds Expended: \$38,788 (403)

Planned: Provide CODES data and analyses upon request of NHTSA-Washington.

Actual: CODES analyst provided Washington with requested information for national studies.

#### **Automated Crash Reporting**

Funds Expended: \$87,497 (411)  
774 (402)

Planned: Automate the collection of crash attribute data employing the TraCS National Model Software, beginning with internal entry within WisDOT; revise 3-phase plan for field implementation if necessary.

Actual: Phase II is complete – Driver Report of Crashes have been entered since August, 2002; Phase II – programming internal data entry of law enforcement reported crashes - complete and Phase III in October 2003, with the participation of law enforcement agencies and pilot testing during 2004 and NGA track/bus data began in September 2003. 2003 Section 411 funds have been carried forward to cover Phase III as well as additional costs that may accrue as location information is upgraded in the TraCS module and underlying crash data.





**Crash Location and Response Reporting Improvements-411 funded** Funds Expended: \$0

Planned: Automate the collection of crash location data and EMS response data by incorporating GIS mapping and GPS location into the newly automated crash and EMS reporting systems.

Actual: The TRCC and the WisDOT Traffic Safety Council created a joint Public Safety Location work group to study alternative location techniques, using information obtained from the pilot studies in Marathon County, Brown County and the City of Madison funded in the preceding two years using Sec. 153 and Sec. 164 funds. The Marathon County and Madison projects have been used by local agencies and advocacy groups to direct local activities. The PSILWG recommendations were provided to WisDOT

A pilot test was set up in Dane County but no costs occurred during 2003.

**Injury Data Improvements-402 funded** Funds Expended: \$ 1,000

Planned: Automate EMS, ED and other health care and outcome data, and to incorporate GIS mapping and GPS location into the crash and health care reporting systems.

Actual: The Department of Health & Family Services Bureau of Health Information linkage expert obtained CODES 2000 training and is exploring integrating CODES data linkage into BHI annual data duties. The State EMS Board terminated the WEMSIS automated ambulance run data system, with nothing to replace it. DHFS Bureau of EMS and Injury Prevention has programmed a searchable public health data base on the Internet.

**Evaluation – Surveys and Studies**

**Large Truck Data Analysis & Publication** Funds Expended: \$0

Planned: Organize truck/bus data in the various WisDOT files, develop reports for various end-users, correlated NGA truck bus element database held by State Patrol with state Crash File held by DMV, and publish a multi-year report using these data.

Actual: The large truck data project was delayed because of internal WisDOT programming staff shortages and because the State Patrol is investigating integration of the data by adopting the TraCS Commercial Vehicle module.



**LEGISLATION**

The State Trauma System bill became law during 2002; the legislation provides for the development of a state trauma registry and a trauma registrar. Development of the register is slow because of limited funds.

**OTHER TRAFFIC RECORDS ACTIVITIES**

**DMV Alcohol Tracking Grant**

The Division of Motor Vehicles received a \$1.3 million Alcohol Citation Tracking Demonstration Grant. These funds supported the development of a TraCS Citation module as well as improvements to the other portions of the tracking system. The electronic transmission of other citation and crash data on the law enforcement data system is expected to begin in 2004.

**State Public Health Plan for the Year 2010**

Highway Safety and Safe Communities were selected as two of the highest priorities for injury prevention and control in the development of the state's public health plan. The plan requires injury data improvements and program and objective evaluation throughout all 10 years of activities and goals.

**CIREN Center**

The Medical College of Wisconsin and Froedert Hospital have become the latest CIREN center.

**Injury Research Center**

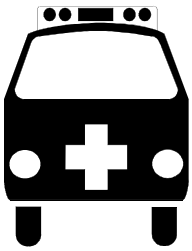
The Medical College of Wisconsin and Froedert Hospital received a federal grant to become an official Injury Research Center.

**Tribal Traffic Records**

WisDOT received an FHWA grant to develop and demonstrate an integrated system of assessing traffic records and Safety Management Systems in snapp dispersed tribes. Most activity will occur during 2004.







# Injury Control Emergency Medical Services

**Program Goal:** To improve crash survivability and injury outcome by improving the availability, timeliness and quality of EMS response and by improving state and community support for EMS.

1994 Baseline: 86.6 injury to death ratio.

2002 Status: 71.8 injury to death ratio.

Program Funds	
<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402) \$205,000	(402) \$30,375

**Objective 1: To improve coordination of statewide EMS and injury control activities, and to distribute EMS and highway safety resources to areas with worst injury-to-death ratios, greatest disproportion of deaths and incapacitating injuries, and lowest seat belt use.**

1994 Baseline: No statewide Trauma System existed. 1990 NHTSA EMS Assessment recommendations were being addressed by the Department of Health and Family Services and DOT, and by the EMS Advisory Board. State average Injury-to-Death ratio was 94.1.

2002 Status: EMS Advisory Board met bi-monthly; State Trauma System development continued without a funding source. First Responder grants to communities meeting selection criteria. State average Injury-to-Death ratio decreased to 71.8.

**Objective 2: To improve ambulance run data capture and develop analyses useful for highway safety improvements.**

1994 Baseline: Ambulance run reporting was not automated statewide, no state requirement existed for providing reports to the state agency responsible for EMS, and no summary reports were generated.

2002 Status: In CY 2000, the WEMSIS automated ambulance run system was operational and receiving the first approximately 5,000 voluntary reports from ambulance companies; however, there is still no requirement for reporting to the state agency. The State EMS Board discarded the WEMSIS system without plan for replacing it. With the requirement of Cellular 9-1-1 service, dispatch centers will have to develop geo-coding and this may serve to integrate EMS dispatch in coordinated public safety dispatch centers, providing a better level of service.

## PROGRAM ACTIVITIES

### **First Responder Training and Equipment**

Funds Expended: \$20,164

Planned: Provide training for 20-30 individuals and equipment for 25 qualified First Responders.

Actual: Provided training to 56 individuals and equipment for 35 qualified First Responders.

### **Airbag Lifesaving Education and Restraint Training (ALERT)**

Funds Expended: \$6,285

Planned: Provide training to 200-300 EMS, Fire Rescue and Law Enforcement personnel on potential hazards and correct procedures when undeployed airbags are found at crash scenes.

Actual: Provided training for 208 individuals.

### **Public Health Collaboration Training Workshop**

Funds Expended: \$0

Planned: Provide training for 50-100 Public Health and traffic safety professionals.

Actual: This training could not be scheduled. The Division of Public Health has only one employee responsible for Injury Prevention and was unable to provide necessary support. BOTS Injury Program Manager was able to make several presentations to Regional Public Health personnel at smaller meetings.

### **EMS Programs for Safe Communities**

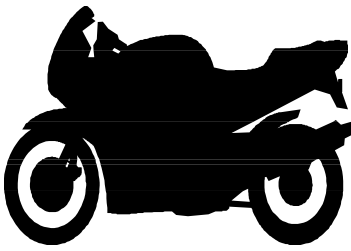
Funds Expended: \$0

Planned: Provide funding for 8-12 Safe Communities Coalitions.

Actual: No requests for funding were received.



**Public Information and Education**Funds Expended: \$1,926Planned: Duplicate, reproduce and provide public information and educational materials to the public.Actual: Duplicated and reproduced educational materials. Collaborated with the Bureau of EMS on a Childhood Injuries Conference.**Buckle Up Kids Training**Funds Expended: \$0Planned: Provide training to 75-100 EMS providers on correct child safety seat use.Actual: No specialized training was provided specifically to EMS providers, however, several representatives of ambulance services/other EMS completed CPS technician certification training.**Ambulance Inspection Database**Funds Expended: \$0Planned: Program an automated tracking system for WSP ambulance inspector to record status of vehicle equipment.Actual: On hold. WSP inspector position open. Some question of moving function to DHFS not resolved.

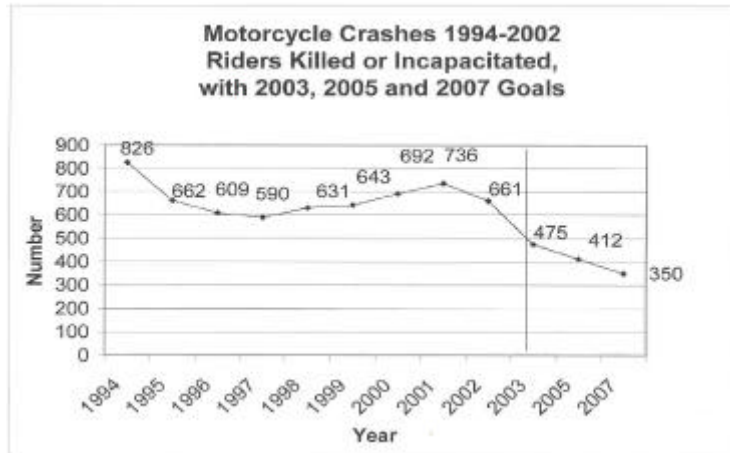


# Motorcycle Safety

**Program Goal:** To reduce the number of motorcycle riders killed and seriously injured in reportable crashes to 475 by the end of 2003, 412 by the end of 2005 and 350 by the end of 2007.

1994-1996 Baseline: 57 riders were killed and 769 were seriously injured in 2,297 crashes.

2002 Status: 78 riders were killed and 583 were seriously injured in 2,189 crashes.



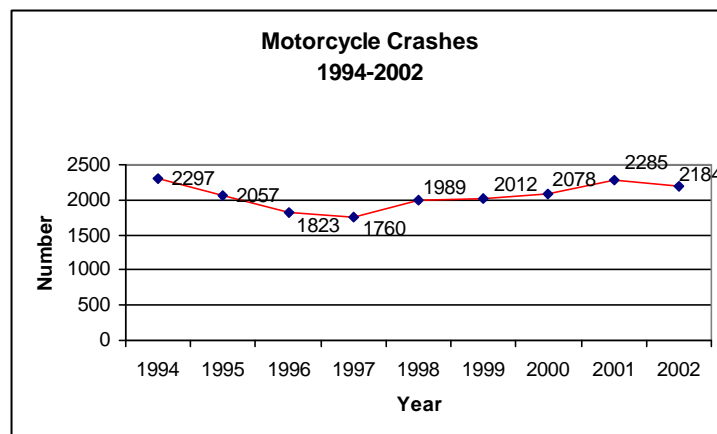
## Program Funds

2003 Budgeted	2003 Expended
(402) \$106,000	(402) \$62,830
(State Funds) \$654,000	(State Funds) \$654,000

**Objective 1:** To decrease the 3-year average number of motorcycle crashes to 1,586, and 3-year average number of fatalities to 56 for the years 2000-2002.

1994 Baseline: 57 motorcycle riders died in 2,297 crashes. Three year average crashes for CY1994 through 1996 is 2,059. Three-year average fatalities for 1994 through 1996 is 51.

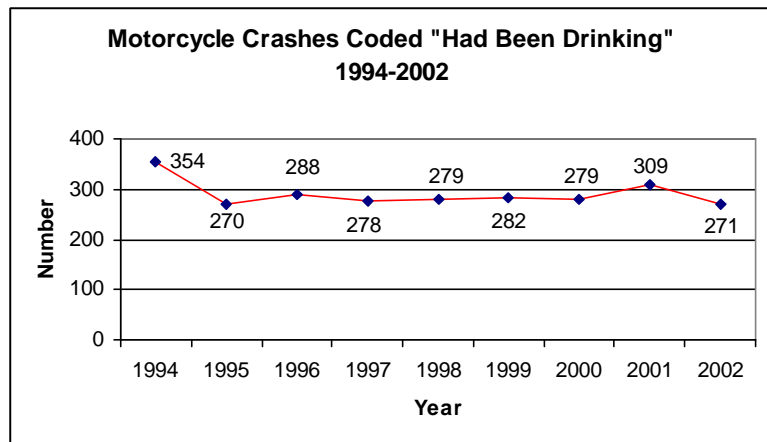
2002 Status: 78 motorcycle riders died in 2,184 crashes. The 2000-2002 three year average is 75 deaths in 2,182 crashes.



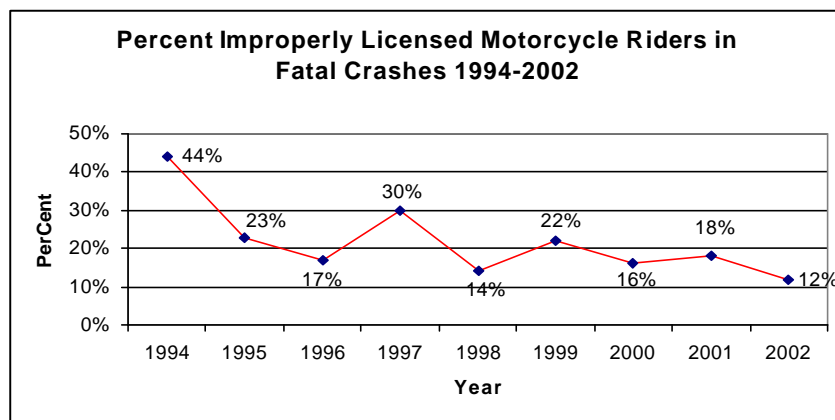
**Objective 2:** To decrease the number motorcycle crashes, fatalities and injuries in which the rider "had been drinking" to 250 by the end of CY 2002.

**Baseline:** In CY 1994, 354 alcohol-related crashes, 30 fatalities and 420 injuries were reported. The CY 1994-1996 three-year average was 304 crashes, 25 fatalities, and 350 injuries

**Status:** In CY 2002, 271 alcohol-related crashes, 31 fatalities and 308 injuries occurred.



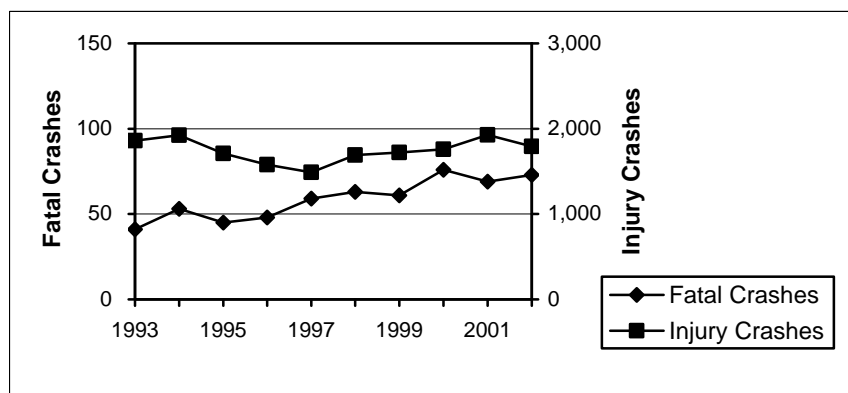
**Objective 3:** To decrease the percent of improperly licensed motorcycle riders in fatal crashes to 15% of all Wisconsin riders by the end of CY 2000.



**1994 Baseline:** 44% of riders in fatal crashes were improperly licensed. 1994-1996 three-year average was 28%.

**2002 Status:** 12% of riders in fatal crashes were improperly licensed.

**Graph 07-02 Fatal and Injury Motorcycle Crashes 1993-2002**



Motorcycle rider fatalities have decreased steadily from a high of 112 in 1982 to only 70 in 2000. Motorcycle helmets were known to have been worn by on 19% of the 78 fatally injured cyclists in 2002. The most recent observations survey (1994), statewide average helmet use was 41%.

While Wisconsin ranks 19th nationally in population, it ranks 8th in number of motorcycle operators and 8th in motorcycle registrations. In Wisconsin in 2002, 198,495 motorcycles were registered (3.94% of the entire fleet) and 404,730 of Wisconsin operators (10% of licensed drivers) had cycle endorsements and 9,702 had instructional permits.

Nationally and in Wisconsin, death rates per mile traveled and per registered vehicle for motorcyclists are proportionately much higher than for drivers of other kinds of vehicles. In Wisconsin, while motorcycles account for only 3.94% of the vehicle fleet and are only operated part of the year, they are involved in 5.17% of injury crashes and 10.78% of fatal crashes.

Alcohol and/or speed was the primary contributing factor in 76.4% of all single unit fatal crashes and 36.1% of all single unit crashes in 2002.

### **Program Management**

Funds Expended: \$68,000 (state)  
\$36,610 (402)

Planned: One clerical position to support state-funded Motorcycle Program manager.

Actual: Clerical position produced program management and program delivery documents, handled telephone requests, provided data for state management reports and supported the \$654,000 Motorcycle Rider Education Program in which 7,942 students completed Basic and Experienced Rider Courses. Served on the National Association of State Motorcycle Safety Administrators Executive Committee as a central regional representative and also chair the Government and Industry Affairs Committee. Liaison to the DOT Motorcycle Safety Advisory Council (MoSAC).

### **Education**

#### **Public Information and Education**

Funds Expended: \$12,562

Planned: Reach 60% of the target audience and increase interest in Rider Education Classes by 10% and reduce impaired riding by 10% as a result.

Actual: \$12,500 was spent for reproduction and distribution of print materials (brochures and posters).

#### **Motorcycle Safety Instructor Training**

Funds Expended: \$13,658

Planned: Involve up to 85% of Wisconsin's Motorcycle Safety Instructors in either Regional Workshop or a state conference; sponsor up to 3 regional meetings; support up to 4 chief instructors to attend National SMSA conference.

Actual: 13 new Motorcycle Safety Instructors were trained during 2003. One chief instructor and 48 instructors completed training in the new national Basic Rider Course Curriculum. Three chief instructors attended the national SMSA conference.

### **PROGRAM HIGHLIGHTS**

Increased funding—Wisconsin distributed all the additional \$200,000 it received for Rider Education on July 1, 2002 to training centers.

#### **Partnerships**

ABATE of Wisconsin partners with BOTS in the delivery of Motorcycle Rider Education courses, development of impaired riding messages, delivery of "Two-Wheel Trauma" Bystander Care training for motorcycle riders and at the annual Governor's Conference on Highway Safety Conference.





# Roadway Safety

**Program Goal: To educate county and municipal safety organizations about traffic calming techniques for highway safety and to support multidisciplinary Safe Community planning or engineering projects.**

1994 Baseline: No training or outreach about safety benefits of traffic calming by state or professional organizations.

2003 Status: BOTS brought internationally recognized speakers to Wisconsin, supported training for engineers, planners and community leaders. Overlaps with Ped/Bike Program activities such as Pedestrian Road Show.

Program Funds	
<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402) \$24,000	(402) \$7,156

**Objective 1: To develop a process that can be used by local government and wisdom to explain and promote roundabouts and other traffic calming techniques in new construction and improvement projects during FFY2003.**

Baseline: Over the past two years, traffic calming workshops at Marquette University and Brown County reached 187 engineers and planners

Status: An advanced roundabout design workshop was held in Waukesha that trained 34 planners and designers. A videotape was also developed to help local and state design staff to promote use of roundabouts when implementing intersection improvement projects.

**Objective 2: To support up to five planning or engineering projects selected, endorsed and administered by Safe Community Coalitions during FFY 2003.**

Baseline: Sauk Prairie Safe Community Coalition is meeting with DPW staff to implement recommendations for 2002 study.

Status: No planning or engineering projects were undertaken using Section 402 funding in FFY2003. The Sauk Prairie Safe Community Coalition worked with District 1 DTD staff to make several pedestrian friendly changes to the US12 four lane construction design in Sauk City. These changes will be incorporated into the final highway design that will be constructed starting in Spring of 2004.

## PROGRAM ACTIVITIES

### 2003 Advanced Roundabout

Funds Expended: \$6,564

Planned: Present advanced Roundabout Design Workshops for planners and designers in Milwaukee area.

Actual: City of Milwaukee DPW contracted with Mr. Robert Barry Crown, international expert on roundabouts from England to present 3 day design course. Course was conducted as part of the Annual ITE Transportation Planning Forum on October 23-25, 2002. 34 planners and designers were trained. Pre-test average score was 2.5 and post-test score was 8.2.

### Roundabout Informational Video for Wisconsin

Funds Expended: \$591

Planned: Develop video that can be used to inform the general public, elected officials and others about the characteristics and benefits of modern roundabouts.

Actual: Brown County Planning Commission hired WisDOT Creative Services Division to film single County multi-lane roundabout in the City of Milwaukee and several controversial intersections in Madison scheduled for roundabout application. 100 duplicate copies of tape made for distribution state-wide.

Funds Expended: \$10,000.00

## PROGRAM HIGHLIGHTS

The State of Wisconsin became the first state in the nation to formally adopt the Millennium Edition of the Manual on Traffic Control Devices (UMTCD 2000) in April, 2002. The Wisconsin Department of Transportation published the Wisconsin Supplement of the UMTCD in April, 2002.





# Pedestrian/Bicycle/School Bus Safety

**Program Goal:** To decrease pedestrian crashes to 1,550 and combined fatalities and injuries to 338 by 2003; decrease to 1,400 crashes and 300 K-A injuries by 2005 and to 1,200 crashes and 264 K-A injuries by 2007.

**Program Goal:** To decrease bicyclist crashes to 1,000 and combined fatalities and injuries to 127 by 2003, to 800 crashes and 100 K-A injuries by 2005 and to 600 crashes and 83 K-A injuries by 2007.

## Program Funds

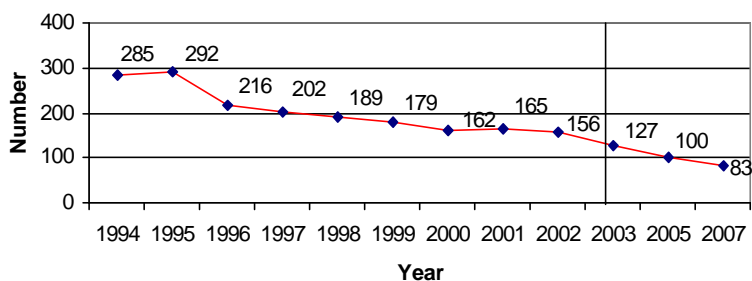
<u>2003 Budgeted</u>	<u>2003 Expended</u>
\$346,000 (402)	\$ 98,351 (402)
\$ 84,700 (state)	\$ 64,000 (state)

**Objective 1:** To decrease bicycle-motor vehicle crashes to fewer than 1,200 and total bicyclist deaths and incapacitating injuries to 120 for 2002.

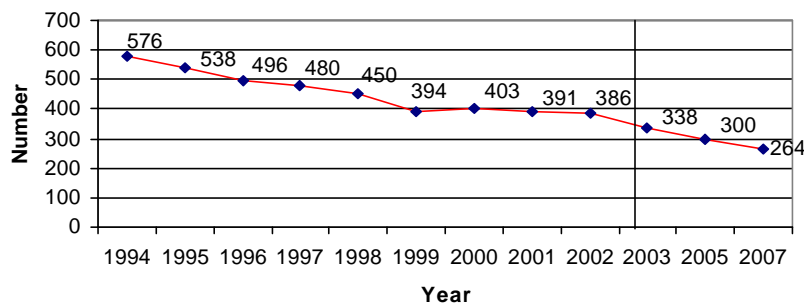
1994 Baseline: 1,693 bicyclists were involved in reportable crashes. The 1994-1996 average was 1,681.

2002 Status: 1,477 reportable bicycle crashes, with 1,115 bicyclists injured. The 2000-2002 average was 1,209. In 2002, 9 bicyclists were killed and 147 sustained A injuries.

**Bicycle Riders Killed or Incapacitated  
in Crashes with Motor Vehicles 1994-2002,  
with 2003, 2005 and 2007 Goals**



**Pedestrians Killed or Incapacitated 1994-2002,  
with 2003, 2005 and 2007 goals**



**Objective 2:** To decrease pedestrian crashes to 1,600 and total pedestrian deaths and incapacitating injuries to 380 for 2002.

1994 Baseline: 2,156 pedestrians were involved in reportable crashes. The 1994-1996 average was 2,048.

2002 Status: 1,477 reportable pedestrian crashes were recorded, involving 1,797 injured. The 2000-2002 pedestrian crash average was 1,560. In 2002, 50 pedestrians were killed and 336 sustained A injuries.





## PROGRAM ACTIVITIES

### Education

Funds Expended: \$20,000 (state)  
\$0 (402)

#### **Pedestrian and Bicycle and School Bus Safety Public Education and Information**

Planned: Maintain current print and video materials to meet demand, evaluate validity and effectiveness, develop new materials as required.

Actual: Reprinted materials as needed first with state funds, then 402 funds. Replacement only, no new development or purchases.

#### **Training and Technical Assistance**

Funds Expended: \$0 (402)

Planned: Offer 3-4 workshops for Teaching Safe Bicycling, and offer to train the trainer instruction. Plan better marketing of EBS course for traffic officers and offer bike law enforcement summit. Make available on request teacher training in the Basics of Bicycling (BOB) curriculum. Plan better marketing of EBS course for traffic officers and offer bike law enforcement summit.

Actual: No activity.

### Enforcement

#### **Pedestrian and Bicycle Law Enforcement Projects**

Funds Expended: \$66,730 (402)

Planned: Provide 20 contracts to local communities to increase and improve the quality of bicycle and pedestrian enforcement.

Actual: This activity is increasingly well received and communities understand it is start-up funding for a maximum of three years. 24 enforcement projects, some included pedestrian safety enforcement. Level of funding ranged from \$1,000-\$12,000 for a combined pedestrian/bike project.

### Empowerment

#### **BOB for School Districts and Parks and Recreation Departments**

Funds Expended: \$12,268 (402)

Planned: Encourage community educational organizations to implement BOB, funded for 7 communities.

Actual: 3 projects were funded.

#### **Rodeos**

Funds Expended: \$7,800

Planned: Assist 30 communities to plan and produce collaborative multi-disciplinary planning on-bike instruction events for children 7-14.

Actual: Six communities held on-bike events, and some combined on-going rodeos with helmet promotion funding. Planning and starting new Walk and Bike Our Children to School events. This helped double Wisconsin registered communities participating to 20. A Safe Routes to School (SR2S) plan for every child in the community or in the school district. City of Madison received Demo grant for SR2S.

#### **Surveys**

Funds Expended: \$0

Planned: Survey bicycle riders and helmet use, pedestrian behaviors and failure-to-yield motorists and also a survey to determine who makes child transportation choices and why.

Actual: The final report of analyzed results as reported by parents in two Wisconsin school districts. Boys are permitted to bicycle sooner, farther and with less supervision than girls was one key finding, despite fact that more than ¾ of all child/youth bicycle crashes are boys.



## Pedestrian Road Show (PRS)

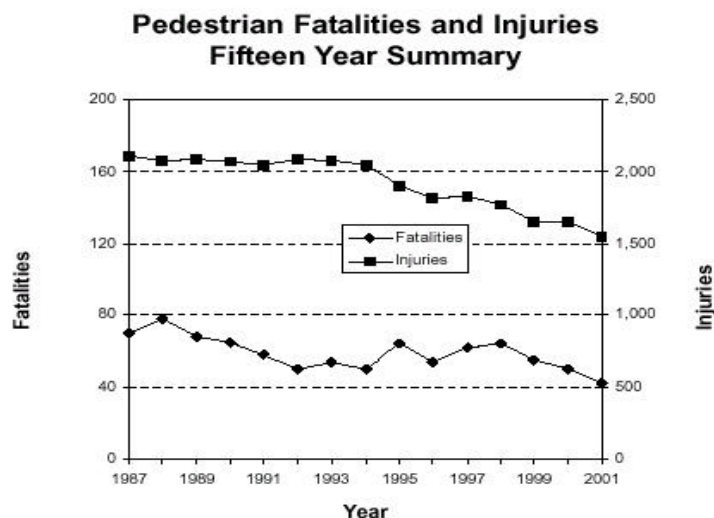
Planned: Support eight communities to plan, organize and host a Pedestrian Road Show and continue to be resource to those who have already done a PRS.

Actual: Four new communities held PRSs, several of those who did in past few years have made great strides in changing engineering designs, maintenance plans, enforcement opportunities and education of both pedestrians and motorists. Three other communities tried an innovative approach of offering retro-reflective vests or bands to those who walk/jog at dusk, dawn, or nighttime, locals or tourists in area for a few weeks. They report most are still using these items. And the Milwaukee area's planning organization, SEWRPC, received a Transportation Demand Management grant if they matched and had other match for education components. BOTS matched the \$5,150 requested through one of their communities. For this we now have a Wisconsinized version of the PRS brochure, called "Walking Workshops" and they brought in Peter Lagerway with our own Kit Keller to hold 8-9 of these events in southeastern Wisconsin. Again results already being seen.

## PROGRAM HIGHLIGHTS

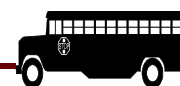
It is also clear from DOT crash data that the injury rate versus fatality rate for children under 15 is disproportional while the reverse is true for those 15-54, and for those over 55 these injury to fatality rates are more proportional. The reasons for the adult group and 15-54 year olds having so large a ratio of fatalities to injuries lies largely in the use of alcohol by both pedestrian and motorist – almost 40% of all pedestrians had been using alcohol. That usually means the 15-54 group, so their rate of use is much higher, excluding children and elders. Also, this group tends to be in crashes on higher speed roads/streets. Speeds over 35 are survivable by only a small population. Adult crashes often involve conditions of darkness, while child and elders are more in daytime hours.

The state's pedestrian safety advocacy organizations **Wisconsin Walks** was born October 2, 2002 and a steering committee determining structure, bylaws, membership, and other key elements is complete. Wisconsin Walks is working with the Milwaukee Police Department on a Pedestrian Safety demonstration grant.



## NON-NHTSA FUNDED ACTIVITY

State funds support the program manager and related office expenses and up to \$30,000 for print and purchased items.



## LEGISLATION

**Bus gates** are to be on all new buses and retrofitted on older ones by 2005. These are to make child walk out far enough from front of bus to be seen by bus driver. There is a small danger, with a deadly result from this kind of crash. Still the cause of most fatalities is driver inattention, usually the driver of the other vehicle – also the most likely to be injured are other driver and their passengers, not bus occupants. All seven fatalities were to non-bus occupants, with only four occupants suffering incapacitating injury. The illegal passing of school buses, both left and right sides, is the biggest threat to child riders while getting on or off the bus. Most crashes with injuries (about 2-1) occur in urban areas, but fatal crashes have been split, 3 rural, four urban.

**Crossing Guards and school speed zones** was the only other legislative action in pedestrian/bicycle/school bus safety. Many guards reported speeding cars that didn't even slow, let alone stop for children. A technicality in the previous law was corrected so that if a single child or a crossing-guard is present the school zone speed limit applies. Some had felt that there had to be a group of children for this to apply, and that if no children were present slowing for a crossing guard setting up or taking down cones or other indicators was not required. It now is.

While not yet legislation in Wisconsin, the **Safe Routes to School** activity in other states has helped win awareness that children should have the choice to walk or bicycle to school and that society is responsible individually and collectively to make it as safe or safer than any other mode of transportation for children.





# Corridor/Community Traffic Safety Programs

**Program Goal: To promote increased multidisciplinary safety activities in 20 communities.**

1994 Baseline: No coalitions had been organized.

2003 Status: 13 Coalitions received funds but those counties experienced an increase of 131 killed and seriously injured over the prior year.

## **Program Funds**

<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402)\$1,053,591	(402)\$891,189

**Objective 1: To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Wisconsin's 72 counties.**

Baseline: In 1994, BOTS staff attended most Traffic Safety Commission meetings. BOTS staff meets almost entirely with law enforcement officials.

Status: In 2003, BOTS staff attended most Traffic Safety Commission meetings. They also met with multidisciplinary coalitions, in most of the twelve organized Safe Community Coalitions, with the US 53 Safety Coalition, the US 8 Safety Coalition and Prevent Alcohol Related Crashes (PARC) in Waukesha County.

**Objective 2: To provide training, technology transfer and technical assistance to at least 300 safety professionals and to assist with the coordination of at least two volunteer organizations during 2002.**

Baseline: In 1994, 400 attended the Governor's Conference on Highway Safety, 71 attended WAWHSL Conference, 48 attended Safety Coordinators Conference and 300,000 attended Farm Progress Days many visiting the BOTS safety display.

Status: In 2003, 300 attended the Governor's Conference, 19 attended WAWHSL Conference, 42 attended the Safety Coordinators Conference and 200,000 attended Farm Progress Days, many visiting the BOTS safety display.

**Objective 3: To encourage locally directed multidisciplinary safety activities in the top 10 most populated counties or communities by the end of 2003 and the top 25 most populated counties or communities by the end of 2007.**

Baseline: In 1994, Wisconsin Traffic Safety Assessment was completed by more than 100 communities. Development of Action Guides began. State-level committee organized to coordinate community grant activity. No grant program had yet been developed.

Status: In 2003, thirteen Safe Community Coalitions received funding assistance. This included 10 county-wide coalitions, 2 city-wide coalitions and one coalition consisting of 2 villages and surrounding school districts.

**Objective 4: To evaluate the effectiveness of existing BOTS radio, television. Print medium public information and education materials in changing. Knowledge, attitudes and behaviors, and to apply results to the development of the year 2004 HSP.**

Baseline: In 1994, little evaluation was performed.

Status: There has been no substantive progress made toward a BOTS PI & E program evaluation. A statewide Knowledge, Attitude and Behavior survey was conducted by the UW Survey Lab in mid-2002



## PROGRAM ACTIVITIES

### Administration

#### **2002 Corridor/Community Traffic Safety Program Management and Regional Outreach**

Funds Expended: \$345,620

Planned: Employ six Field Staff to attend quarterly TSC meetings and assist communities to develop grants and promote traffic safety initiatives.

Actual: Five Regional Program Managers and Supervisor administer and implement programs. One RPM retired in January 2003 and 2 Community Services Specialists were hired to work in Kenosha and Racine. On the Board of Directors for the County Highway Safety Coordinator's Association and Wisconsin Association of Wo/Men Highway Safety Leaders. Also on the Operation Lifesavers Committee and staff the WisDOT Traffic Safety Council.

#### **Communications Manager**

Funds Expended: \$62,806

Planned: Employ one Communications Manager to implement BOTS Public Information & Education campaigns.

Actual: Communications Manager writes speeches, develops press releases, develop marketing campaigns and assist with press conferences.

### Education

#### **2002 WAWHSL Support**

Funds Expended: \$7,327

Planned: Provide mechanism for Board of Directors to meet quarterly to plan and implement traffic safety activities.

Actual: Board of Directors met quarterly and staffed safety display at Farm Progress Days in Waupaca County in July.

#### **2002-2003 DANenet Communications Project**

Funds Expended: \$37,768

Planned: Contract for the production of 5 issues of the "Traffic Safety Reporter" and develop material for WisDOT website.

Actual: DANenet staff produced six issues of TSR including issues on traffic law enforcement, updates on a variety of traffic safety topics and traffic safety and GIS, produced 11 safety topics for web inclusion and have five additional safety topics under various stages of development.

#### **Governor's Conference on Highway Safety**

Funds Expended: \$3,543

Planned: Conduct day and half training for local and state traffic safety professionals and volunteers.

Actual: 29th Annual Governor's Conference on Highway Safety was held in Appleton on August 21 and August 22 and was attended by 52 state and 258 local officials.

#### **2003 WAWHSL Conference**

Funds Expended: \$1,612

Planned: Provide mechanism for membership to hold annual conference.

Actual: 19 members of WAWHSL met for their annual conference at the Best Western Motel in Green Bay on September 24 and 25, 2003.

#### **Community Coalition Training Consultant**

Funds Expended: \$16,852

Planned: Contract with Cheryl Wittke to conduct coalition training programs.

Actual: Madison Safe Communities Coordinator developed Safe Community Coalition fact sheets; met with and assisted the Platteville, Green County, Jefferson County, Monroe County, Brown County and Manitowoc County Safe Community coalitions, met with potential organizers from Trempealeau County, Vernon County and Oconto County and conducted a training program in Madison for all existing and potential safe community coalition leaders.

#### **Community Public Information & Education Activities**

Funds Expended: \$50,924

Planned: Provide mechanism to print all general traffic safety promotional material, duplicate traffic safety videos and conduct traffic safety educational campaigns.

Actual: Reprinted all general traffic safety pamphlets, brochures, posters, video duplication and development costs for "Give Death a Holiday" and "Perform Death Defying Acts" campaigns.



**Empowerment– Safe Community Programs**    Funds Expended: \$293,371 (402)

Community	Population	K/A- 2001 K/A- 2002	Activities	Expended
Beloit	35,000		Pt-time Coordinator and support & training.	\$40,500
Rock County	152,307	231	Operation Buckle Down at 1 HS, Walk Our Children to School at 8 schools, English/Spanish Child Passenger Safety Week, car seat check, 2-week Safety Town, safety mini grant awards.	
Brown County	226,778	204	Pt-time Program Specialist & training. Conducted Parent Expo, Super Bowl of Safety event, 18 Safety Town classes, Hispanic Info fair, 2 car seat technician trainings, Human Service volunteer driver and enforcement car seat training and 19 car seat checks; Winners Wear Helmet bike helmet distribution.	\$20,000
Grant County	49,597	60	Pt-time Coordinator & training. Became members of Project Forward, Platteville Safe Community & Grant County TSC; recruited 20 into coalition and recruited youth members from 3 High Schools.	\$9,122
Green County	33,647	54	Pt-time Coordinator & training. Built and deployed 2 speed boards, 1 bike rodeo and reflective dot distribution, 3 bike rodeos, 5 car safety seat checks, Green County Fair booth	\$22,500
Jefferson County	74,021	108	Pt-time Coordinator & training. Walk Our Children to School event, studied effectiveness of speed board plus publicity campaign.	\$28,619
La Crosse County	107,120	95	Pt-time Coordinator & training. 3 after-school safety events for 500, Walk Our Children to School at 2 schools, Safety Fair with PD and Parks Dept.	\$25,000
Madison/Dane County	203,211 426,526	389	3 positions & training: Evaluated community mobilization strategies, Slow Down Yard Signs, & Walk Our Children to School Week; conducted Safety Saturday for 12,000, Pedestrian Safety campaign in 1 neighborhood; city Red Light Running and High-Crash Location enforcement campaigns; promoted Bike to Work Week.	\$65,864
Manitowoc	34,334	77	Pt-time Coordinator & training. Walk Our Children to School event, Bike helmet distribution, Car safety seat technician training and monthly car seat checks, Pedestrian safety for senior citizens, free English/Spanish safety tape loan library	\$15,650
Manitowoc Co	82,887			
Monroe County	40,899	92	Pt-time Coordinator & training. 85 community leaders safety breakfast, underage drinking fact sheet, 4 school zone speeding campaigns, 4 post-prom parties with mock crash, car safety seat checks	\$16,438



**Empowerment - Safe Community Programs**

Platteville	10,025	60	Pt-time Coordinator & training. Underage drinking awareness at UW Platteville, Walk Our Children to School, research school-zone speeds. Merged with Grant County SC in July	\$3,878
Grant County	49,597			
Richland County	17,924	42	Pt-time Coordinator & training. Bike safety rodeo and helmet distribution, trained 6 child safety seat technicians.	\$14,934
Sauk Prairie	6,155	129	Pt-time Coordinator & training. newsletter, Slow Down Yard Signs, 3 bike rodeos, 2 classes & helmet distribution, pedestrian safety awareness activities.	\$14,941
Sauk County	55,225			
Waukesha County	250,974	298	Part time coordinator and training, newsletter, mock crash day event, youth alcohol enforcement.	\$15,924

**Enforcement-Corridor Safety**      Funds Expended: \$71,851

Highway Corridor	Enforcement Agency	Funds Expended
<b>USH 10</b>		
	Portage County	\$10,000
	Waupaca County	\$10,000
<b>USH 12</b>		
	Dane County	\$9,976
	Sauk County	\$9,115
<b>STH 57</b>		
	Brown County	\$10,000
	Door County	\$8,420
	Kewaunee County	\$5,000

Officers worked 1,207.25 hours and wrote 1,341 traffic citations, issued 796 written warnings and made 8 criminal arrests. A total of 324 officers were deployed in these enforcement details.







# LARGE TRUCK

**Program Goal:** To decrease the number of fatalities and incapacitating injuries in crashes involving large trucks/ commercial vehicles to 572 by the end of CY 2001, to 517 by the end of 2003, and to 462 by the end of 2005, with a 50% reduction to 373 in 2008.

1994 Baseline: 746 fatalities and A injuries resulting from 9,935 large truck crashes

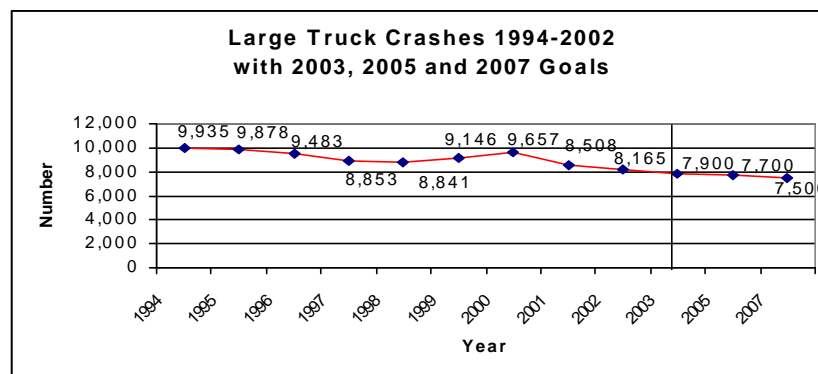
2002 Status: 597 fatalities and A injuries resulting from 9,658 large truck crashes

Program Funds	
<u>2003 Budgeted</u>	<u>2003 Expended</u>
(402) \$7,000	(402) \$0
(MCSAP) \$3,368,777	(MCSAP) \$ 3.3 million

**Objective 1:** To reduce crashes involving large trucks and buses/ commercial vehicles to 5,300 and resulting deaths and incapacitating injuries to 600 by the end of FFY 2001.

1994 Baseline: 9,935 crashes involved a large truck, resulting in 746 deaths and A injuries. 1994-1996 3-year average K+A was 682.3.

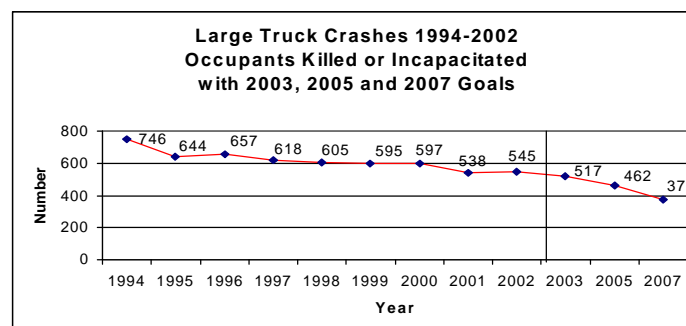
2002 Status: 8,165 crashes involved a large truck, resulting in 545 deaths and A injuries. 2000-2002 3-year average K+A was 560.



**Objective 2:** Reduce crashes involving large trucks and buses/Commercial Vehicles by 5% by reaching 54 schools and 2,625 students with Sharing the Road program during FY2001.

1995 Baseline: "Sharing the Road" Program developed and implemented in District 5

2002 Status: WSP activity did not include BOTS participation



**Objective 3: Reduce the number of CMV crashes by 5% per year by increasing the number and type of roadside inspections, checking on required repairs, and increasing compliance reviews.**

1994 Baseline: There were 18,871 fixed and 6,681 mobile inspections and in 1997, 147 CRs.

2001 Status: There were 27,176 inspections and 189 Compliance Reviews.

**Objective 4: Reduce the number of crashes involving buses by 5% per year for three years.**

Baseline: In 1995, 545 buses were involved in crashes. 1995-1997 3-year average was 499.7

Status: In 1999, 438 buses were involved in crashes. 1996-1999 3-year average was 464.

**Objective 5: Improve collection, management and use of large truck and bus/commercial vehicle safety data to meet federal standards – 21 days for inspection and 90 days for crash upload.**

Baseline: NGA truck-bus crash report is required for all qualifying crashes. Systems in place to collect, manage and upload data to FHWA. In 1997, 74 days for inspection and 85 days for crash data upload

Status: In 2003, 90 days for crash data upload; 21 days and 7 days for compliance review upload.

### **Education**

**Youth Education – Share the Road Program**      Funds Expended \$0

Planned: Contribute a small amount of funds and Highway Safety Youth Program expertise to the State Patrol's development and distribution of materials for young drivers to learn how to interact with large trucks.

Actual: The State Patrol did not pursue this strategy during 2003. Limited to working with WI Motor Carriers Association.

